

DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



The Heart of Dallas from the Clouds

Vol. 2 No. 6

June, 1923



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To Texas Business Men

We are extending this invitation to you to assist us in building up a great Texas fire insurance company. You can easily comply with this request by giving "The Republic of Texas," cash capital \$1,000,000, a share of your fire insurance business. In discharging this patriotic duty you will enjoy the proud satisfaction of contributing to the success of a home institution worthy of the confidence of the people of Texas.

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J. B. ADOUE, JR., Vice-President National Bank of Commerce, Dallas.

DIRECTORS

REPUBLIC (FIRE) INSURANCE CO. OF DALLAS, TEXAS

Financial Statement January 1st, 1923

ASSETS

First Mortgages: Principally Farm Loans.....	\$3,271,910.36
U. S. Treasury Notes and Victory Bonds.....	145,000.00
Other Stocks and Bonds	65,010.90
Collateral Loans	13,845.00
Cash in Banks and in Office.....	257,492.67
Cash in Agents' Hands and Agency Balances.....	272,162.37
Due from Other Companies.....	9,653.79
Interest Accrued	78,318.70
Other Assets	2,228.67
Home Office Building and Grounds.....	24,000.00

\$4,139,622.46

LIABILITIES

Cash Capital	\$1,000,000.00
Premium Reserve Fund	1,451,237.60
Reserve for Losses Incurred	135,625.95
Reserve for Reinsurance Balances	66,804.98
Reserve for Contingencies	300,000.00
Net Surplus	1,185,953.93

\$4,139,622.46

Agents Everywhere in Texas

Many Advantages of East Texas Set Forth

EAST Texas" is the title of an attractive 80-page booklet just issued by the East Texas Chamber of Commerce, at Marshall, compiled and published by Harry G. Christman, and printed in Dallas. It was designed for free distribution to homeseekers, investors and developers of industry. The book is profusely illustrated with scenes of farms, forests, fruits, vegetables, live stock and shipping facilities of East Texas points and carries but one portrait, that of Col. Milton H. Farrier, of Omaha, president of the East Texas Chamber. Thanks are extended to the publishers for a page devoted to Dallas. One cannot read the booklet without having his pride in Texas and its vast resources greatly stimulated. An editorial in the book by the East Texas Chamber sets forth their welcome as follows:

"The East Texas Chamber of Commerce with this volume desires to draw the attention of the homeseeker and investing public to the wonderful possibilities and opportunities which are ever awaiting them in this part of the great Lone Star State. East Texas is an empire in itself. Here the sun shines every day, the herds roam the pastures in summer and winter, and the children frolic on the green. Here the many schools, colleges, universities and churches, with the highest standard for enlightenment, progress and culture, are ever molding moral strength and courage, making a better people, a better Nation for a better world. Here is where you will be proud to build and own a home in God's country and among God's people."

Nine additional holes are being completed on the municipal golf course, making it a regulation 18-hole course. Patronage of the course has been even heavier than anticipated, showing that it meets a long-felt want. The Park Board has also approved plans for the erection of a \$5,000 club house at the course, work to start at once.

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Capacities 1 to 6 tons — Chassis prices \$1100 to \$4350



DALLAS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 2

JUNE, 1923

No. 6

High Rank of Dallas as Business Center Shown in Report

BANK debits to individual accounts, or in other words the volume of checks cashed by banks, is now being generally recognized as the most reliable index to a city's business importance. In fact it is the only comparison now used by the Federal Reserve Board, the practice of showing bank clearings having been discontinued. The following table showing bank debits to individual accounts is taken from the ninth annual report of the Federal Reserve Board, Washington. Dallas, in 1920, ranked 42nd in population in the Nation. There are shown herewith the bank debits for 1922 for Dallas and the 41 cities with greater population than Dallas in 1920, with the exception of Newark and Jersey City. Reports on these cities had not been submitted to the Federal Reserve Board during the entire period, but it is understood they ranked ahead of Dallas.

City	Bank Debits 1922
New York	239,854,582.000
Chicago	32,331,033.000
Boston	16,331,158.000
Philadelphia	16,767,254.0-0
Pittsburgh	8,702,747.000
San Francisco	8,637,960.000
Detroit	6,385,318.000
St. Louis	6,974,782.000
Cleveland	6,588,425.000
Los Angeles	6,211,953.000
Baltimore	4,317,812.000
Kansas City	3,678,656.000
Minneapolis	3,608,835.000
Cincinnati	3,476,239.000
New Orleans	3,262,273.000
Buffalo	3,144,934.000
Milwaukee	2,886,023.000
Omaha	2,311,945.000
Washington	2,156,145.000
St. Paul	1,893,984.000
DALLAS	1,866,604.000
Toledo	1,842,319.000
Seattle	1,806,614.000
Denver	1,798,059.000
Portland	1,788,516.000
Indianapolis	1,706,255.000
Louisville	1,645,388.000
Providence	1,638,782.000
Rochester	1,587,348.0-0
Columbus	1,564,005.000
Memphis	1,421,832.000
Richmond	1,408,291.000
Houston	1,344,023.0-0
Atlanta	1,331,336.000
Fort Worth	1,322,954.000
Oakland	1,088,090.000
Birmingham	942,903.000
New Haven	901,221.000
Worcester	751,203.000
Syracuse	714,406.000
Akron	683,070.000
San Antonio	334,322.000

Grain Harvest Offers Optimistic Outlook

Grain harvest in Texas, the earliest in America, started last month. As a rule, early grain, the same as early vegetables, brings the best prices. According to the estimate of the U. S. Department of Agriculture, this year's

Purity of Dallas' Water Supply Big Asset

wheat harvest in Texas will total 21,000,000 bushels as compared with 7,000,000 bushels in 1922 and the oat yield will be 65,000,000 bushels as compared with 30,000,000 bushels last year. With anticipated prices as high as those of last year, the great Texas grain fields will indeed pour a golden flood into the coffers of Texas farmers this year.

Our Front Cover

THROUGH the courtesy of Lloyd M. Long, district engineer of the Fairchild Aerial Camera Corporation of New York, with local office at 905 Southwestern Life Building, we are privileged to show on our front cover how the business heart of Dallas appears to the "bird man." Airbrush work on the cover was done by Hugh G. Cargo of the Johnston Printing & Advertising Co. The Fairchild Company was established in 1918 and is now the largest concern in the world specializing in aerial photography for commercial and engineering studies. How Dallas appears from the air is described by Mr. Long:

"The other afternoon two of us were approaching Dallas after a long trip and, although all tired out, Dallas just before sundown presented such an enchanting appearance that we stayed up for fifteen minutes simply to enjoy the view. Slanting rays of the sun painted the city with a ruddy glow and the artistic skyscrapers stood out like buildings in a fairyland. I understand that a writer in Collier's Weekly a few years ago said that 'Dallas, from its viaduct, presents the most imposing skyline of any American city save New York,' and it is certain that from the air one gets a full appreciation of the splendid array of structures. Loyalty is a keynote in Dallas but every Dallas citizen would have still greater pride in his city if he were to see it from the air."

PERHAPS no one feature is of more importance to a city than the quantity and purity of its water supply. As to quantity, Dallas has a daily supply from artesian wells of more than 3,600,000 gallons daily; the supply in its surface reservoirs is 7,200,000,000 gallons, and the present consumption of water here is something above 3,000,000,000 gallons annually. As to the future, Dallas has voted a \$5,000,000 bond issue to care for the city's needs when it is more than twice its present size.

Quality of Dallas' water is covered in the report for the fiscal year submitted to the City Commission by Helman Rosenthal, superintendent and chief chemist of the water purification system in Dallas. It shows that the cost of the two purification plants, including buildings and grounds, is around \$2,000,000, and the capacity 30,000,000 gallons. During the past year 3,806,535,000 gallons of water were treated.

As is generally known the typhoid fever death rate of a city depends largely on the purity or impurity of that city's water supply. There were only nine deaths from typhoid fever in Dallas in 1922, or at the rate of five per 100,000 population. A number of those who died are definitely known to have contracted the disease outside of the city. This typhoid death rate is steadily decreasing each year, as the water supply system is being continually improved, and it now ranks lower than the rate in the majority of cities. For the first four months of 1923 there was not a single death in Dallas from typhoid.

The report shows that through the water purification plants 57% of the alkalinity of the water, or 1,172 tons of limestone, was removed from the water. Domestic consumers of the city saved \$113,000 during the year because of the softer water thus made possible, this saving representing a reduced amount of soap and chemicals necessary. There is no way of estimating the enormous saving to the industrial users of the city.

The Post Office and The Business Man

JOHN W. PHILP, Postmaster
Dallas, Texas

THE Post Office is so closely interwoven with the fabric of business that it would be impossible to carry on modern business without the post office.

Since the post office is so vital to business progress, it is not amiss to say that every business man should for his own profit, become better acquainted with it. He buys by mail, gets his confirmations by mail, notices of shipment by mail, notices of arrival by mail, invoices and bills of lading by mail, statements by mail, much of his merchandise by mail, pays his bills by mail, receives payment for his goods by mail, and so on throughout the conduct of business. In the process of buying and selling, he is constantly using the mails. From the post office he obtains stamps for his letters and parcels, postal money orders with which to pay for merchandise, and receives postal money orders in payment for goods he has sold.

The man who uses the mails has working for him more than 300,000 persons whose chief concern is the proper and rapid handling of mail matter. He has, for a two cent stamp, the use of all the railroads in the United States, over 1,000,000 miles of star and rural routes, over 3,000 miles of aerial routes, and practically all the passenger steamships that sail the seven seas. Through the post office, in a very short time, he can reach 26,000,000 people living in the rural districts of the United States, and more than double that number living in the urban districts; he can reach persons living in practically all foreign countries since most of the nations of the earth either belong to the Postal Union or have postal affiliations with nations that do belong.

That business men generally are coming to better appreciate the services of the postal system and the advantages accruing from its use is evidenced by the remarkable growth of the volume of postal business. More and more the mails are being used to sell merchandise directly to the consumer. With the exception of the business men who receive a large amount of business mail daily, people like to receive a lot of mail and they feel very kindly to the business concerns that consider them important enough to be included on their mailing list.

By means of the postal service information and news, reading matter, and all kinds of technical publications are distributed to the people of the United States. Probably no other one thing has affected the lives of our people today more than the frequent receipt of newspapers and magazines which have enabled the entire nation to be brought together for the concurrent consideration of our common problems, as well as making the life in the smaller communities exactly

the same as in the larger communities except in a lesser degree. In former years the styles of the city were from six months to two years in advance of the styles of the smaller and rural communities; today they are the same at the same time, all of which has been made possible by the universal distribution of news of all kinds by the newspapers and magazines through the use of mails. In order that you may have some idea of the magnitude of the work con-



JOHN W. PHILP

nected with the handling of the mail, let me take you behind the scenes in the Dallas Post Office.

Dallas is the forty-second city in point of population among the cities of the United States, and the Dallas Post Office is twenty-third in the volume of postal receipts, and seventh in the number of money orders paid. Every day the Dallas office pays to the merchants of Dallas in redemption of money orders through the Clearing House over \$50,000.00. The Dallas office is one of seven post offices in the United States operating the electric accounting system in the Money Order Department. It is the Central Accounting Office for all third and fourth class post offices in the northern half of Texas, serving more than eleven hundred offices. In 1921, the postal receipts of the Dallas office (derived from the sale of stamps, stamped paper, money order, registry, C. O. D. and insured fees) amounted to \$2,394,352.42; in 1922, the volume was increased to \$2,650,729.42. In January, 1923, the receipts showed an increase of more than 16% over January, 1922; and in February, 1923, the increase was in excess of 30% over February, 1922. From present prospects it would seem that the total receipts for the year 1923 will equal if not exceed \$3,250,000.00.

The Dallas Post Office receives and distributes every day to the merchants and citizens of this city over 240,000 pieces of first class mail and more than 250 sacks of newspapers (aver-

aging 150 newspapers to the sack), 25,000 to 50,000 pieces of printed matter and has received as high as 200,000 pieces in a single day. This office also receives and distributes 8,000 to 10,000 parcels daily; also handles in excess of 2,000 pieces of registered matter; and 250 to 350 pieces of C. O. D. mail each day. The General Delivery Department handles 3,000 to 4,000 pieces of mail daily, and an average of more than 1,200 pieces of special delivery mail. In order to deliver all this mail to the patrons it requires the services of 125 foot carriers, 16 parcel post carriers with trucks, 22 special delivery messengers, and 12 rural carriers. In the Claim Department from 50 to 75 claims are received, investigated and paid each day.

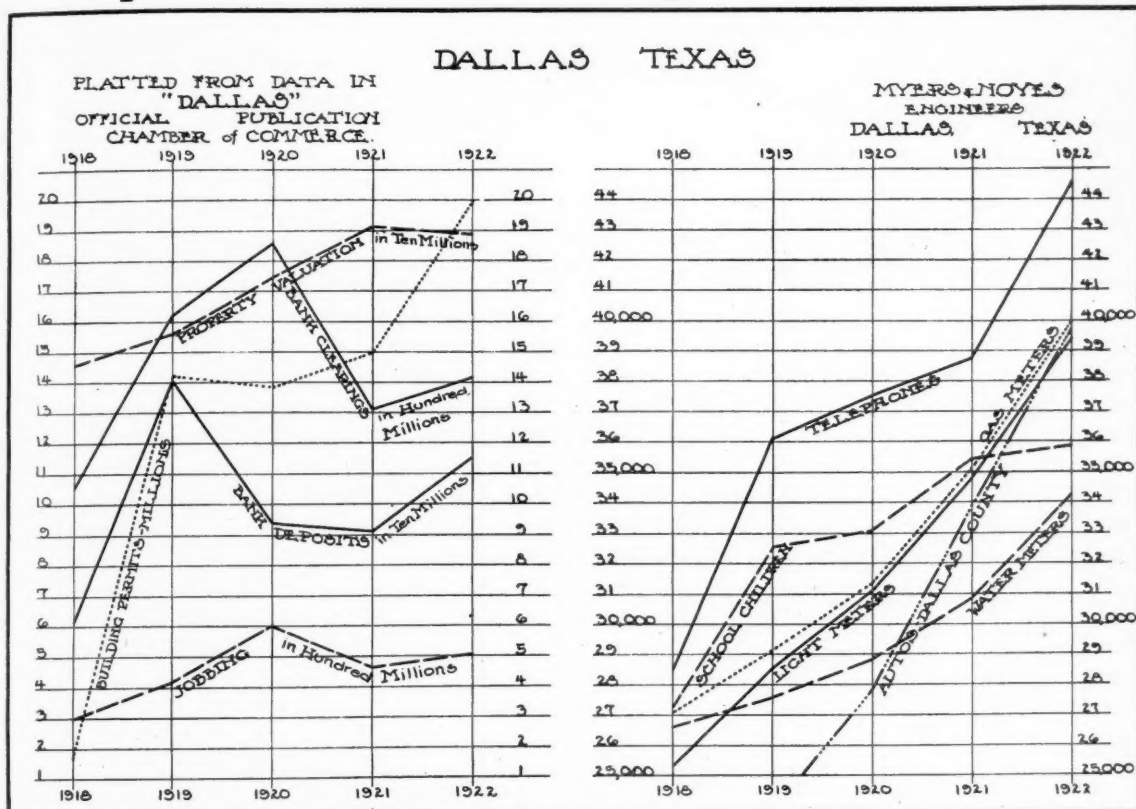
In addition to receiving and distributing this large amount of mail daily, the Dallas office dispatches daily more than 250,000 pieces of first class mail; over 1,500 sacks of newspapers; in excess of 50,000 pieces of circulars, and from 35,000 to 50,000 parcels. This office dispatches approximately 2,000 pieces of registered mail. Unfortunately about 75% of this mail for dispatch is deposited between the hours of 4 and 7 p. m. It would be very much better for the mailers if mail were deposited either in the post office, street letter boxes, or mail chutes just as soon as it is ready for mailing. On some days the majority of the mail is deposited in the last hour and half and then it is practically impossible to dispatch it all on the early night trains, and as a consequence some of it does not get out until the morning trains.

It requires the services of over 600 employees and 42 trucks to handle the Dallas mails. There are five stations in addition to the mail post office, operated by the Post Office Department, viz: Jackson Street Station, where most of the outgoing mail is handled; Station "A," located in Oak Cliff; Station "B," on the first floor of Sears-Roebuck Building; Station "K," in Federal Reserve Bank Building, and Station No. 1, on first floor of the Sanger Building on Elm Street. Besides the stations named, there are distributed throughout the city sixteen contract stations where stamped paper and money orders are sold, letters and parcels received, registered and insured.

Texas Watermelons Go To Many States

Extensive preparations are being made by the Texas Farm Bureau Melon Growers Exchange for the distribution of this season's crop. Headquarters for the exchange are at Dallas. Last year the exchange handled 436 cars of melons, distributing them through 185 dealers in fourteen States. W. B. Farrar, manager of the exchange, says that early melons and melons weighing from 28 to 40 pounds bring the best prices.

Graphs of a Growing City---Dallas



How Dallas has "come back" from the depression of 1921 and early 1922 is shown by the left-hand side of the above chart. All available figures for the month just passed indicate a continued—even accelerated—upward trend. Charted for TEXAS BUSINESS by Myers & Noyes, Engineers. Steady growth, regardless of financial conditions, is reflected by the chart at the right. Upon these figures and those of the 1923 City Directory, Dallas' present population is established as approximately 218,000, with the yearly gains averaging 15,000 to 20,000.

West Texas C. of C. Convention

UNDER the auspices of the Dallas Chamber of Commerce, Dallas had 175 representatives at the fifth annual gathering of the West Texas Chamber of Commerce at San Angelo, May 21-23, and the Dallasites enjoyed to the utmost what was probably the largest convention ever held in Texas. The West Texas Chamber represents 226 towns and has a membership of 6,500, making it the largest organization of its kind in the world. Estimates place the attendance at the convention at 15,000. C. L. Norsworthy was in charge of the Dallas special train and many Dallas people went by automobile. The band of Southern Methodist University, chosen the official Dallas Chamber band, 24 pieces, in their beautiful new uniforms, was one of the most popular features at the convention. The band led the Dallas delegation in all parades. Upon their return to Dallas they were presented with a silver loving cup by members of the party. Miss Josephine Quillian was the Dallas sponsor in the pageant, "In the Shadow of Fort Concho," staged the

second night before 10,000 people. Fully 4,000 people enjoyed a mammoth open air barbecue the last night of the conclave. The Weatherford band was the winner of the band contest and Brownwood will be the 1924 convention city.

All of the Dallas people were overwhelmed at the splendid Western hospitality extended throughout the convention. While amusements, scenic and social features received greater stress than at any previous convention, a serious program was by no means slighted. The organization has for its purpose the development of West Texas along all constructive lines and the annual report showed the strides that have been made the past year. Notable among activities have been the securing of the Texas Technological College for West Texas and assistance given in securing reclamation legislation.

A. B. Spencer Re-elected

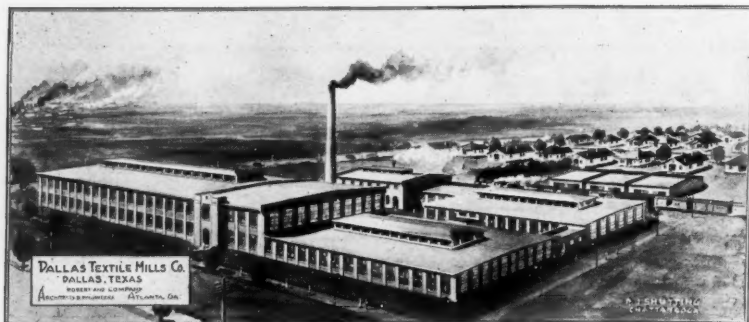
A B. SPENCER of Crosbyton was re-elected president of the West Texas Chamber. Porter A. Whaley was re-elected manager and Homer D. Wade, assistant manager. Among

other officers elected were the following:

Vice presidents, W. D. Cline, Wichita Falls; Carl Guinn, Ballinger; Dr. P. C. Coleman, Colorado; R. Q. Lee, Cisco; Houston Harte, San Angelo; Leon Shields, Coleman; Dallas Scarborough, Abilene; M. E. Rosser, Snyder.

Executive Board: J. W. Chaney, Amarillo; Sidney Webb, Mineral Wells; Charles Brewington, Stamford; W. P. Hallmark, Dublin; R. W. Hayne, Abilene; B. D. Donnel, Wichita Falls; Stuart L. Williams, Ballinger; R. P. Smythe, Plainview; B. S. Huey, Cisco; J. E. Bell, San Saba; W. S. Cooper, Colorado; W. W. Rix, Big Spring; W. H. Browning, Jr., Pecos; Henry M. Halff, Midland; Dack Walker, Graham; R. J. Murray, Slaton; S. A. Guy, Crosbyton; F. W. Kennerly, Quanah; Louis J. Wortham, Fort Worth; Ove B. Overson, Ranger; R. L. Brown, Rising Star; Leonard Withington, Fort Worth; Rufus Wright, Sweetwater; V. A. Robinson, Post; T. S. Stevenson, Floydada; A. M. Boreland, Vernon; M. R. Dickey, Henrietta; George Sager, Memphis; Joe Weaver, Eastland; Hardy Grissom, Haskell; Dan D. Moore, Fort Worth; Amon G. Carter, Fort Worth; D. A. Badeen, El Paso; William D. Cargill, Brady.

Work Starts on \$1,000,000 Dallas Textile Mill



Contract for the construction of the mill buildings and plant of the Dallas Textile Mills Company was awarded last month to the Inge Construction Company and work began at once with a view to having the buildings ready for the installation of machinery by October 15. The \$1,000,000 plant, which was organized through the activity of the Textile Center Committee of the Dallas Chamber of Commerce, will have all latest improvements. Plans were drawn by L. W. Robert, Jr., of Robert & Company, who, with the M. L. Cannon interests of North Carolina, have stock in the company. J. Perry Burrus, of Dallas, is president, and offices of the Dallas Textile Mills Company are in the Interurban Building. The site of the plant is Love Field, where the company purchased seventy acres.

More Cotton Mills for Texas

Editorial in "Commerce and Finance," New York

SLOWLY the day of agricultural centers, as distinguished from manufacturing centers, is becoming a thing of the past. High freight rates, expensive labor, great overhead charges made necessary in the congested centers of population in the country—all these factors are yearly making the South, the West, and the Southwest more alluring to the manufacturer. The Southwest, as it is the largest, is at once the newest center of this spreading industrial development.

Texas is the greatest agricultural producing State of the Union, and the least developed from an industrial standpoint in proportion to the rewards she offers. The wealth in her soil and her minerals has been so great, its extraction so facile, that industrial development has perhaps naturally been retarded. A State that in 1922 could produce 3,106,869 bales of cotton, or one-third of the crop of the whole United States, need not worry about the number of her mills and factories.

Yet, for these very reasons, that great area of which Texas is the center offers some of the most attractive manufacturing possibilities of the United States. Raw material in practically unlimited quantities is everywhere immediately at hand. The population of the State—potential consumers—numbers more than four and a half million. Almost no other State has such a labor supply.

Here is a quotation from H. E. Stewart, secretary-treasurer of the Belton Yarn Mills at Belton, Texas, which goes far to show why in the last two years manufacturers have suddenly decided to enter the Texas field:

In the Carolinas they figure that per operator the difference between living expenses in the Northeast and the Carolinas is \$7.80 a week.

I believe that living expenses are at least \$2.00 per operator cheaper in Texas than in the Carolinas. This gives us an edge on the Northeast of \$9.80 per operator per week. It can easily be seen from these figures that we ought to manufacture cotton goods cheaper in Texas than in the Northeast.

Workers, in other words, can be had at lesser wages in Texas because they can live cheaper—the short mild winters require fewer clothes, winter fuel costs less than 50 per cent of what it would cost in a northern climate, and a home can be built at a minimum of cost.

One of the attractive aspects of the manufacturing facilities offered by the State is the great electric generating power system of the Texas Power and Light Co., which, located on the banks of the Brazos River, has a 1,000-mile transmission system that serves more than 100 communities and penetrates the agricultural and industrial heart of the State. The company links into one unit several large generating stations which supply power at rates comparing favorably with those of any of the super-power areas in the South. Fuel is at hand in Texas in every form—fuel oil, gas, lignite and coal. Besides supplying energy for flour mills, cotton mills, feed mills, cotton gins, refrigerating plants, and hundreds of similar industries, it provides heat, light and range service for 50,000 homes and operates several interurban lines. To take care of additional cities and towns as the transmission service is extended, the stations at Waco, Paris and Ft. Worth are to be augmented by another station erected on a power site recently acquired on the Red River.

As yet competition between industries for raw material and labor does not exist, in spite of the rapid industrial development of the State during the last two years. There is, for in-

stance, not a towel mill in the State—the nearest one is in Alabama. Here is a list of cotton mills that so far have been established in Texas, with their various products:

Belton Yarn Mills, Belton—Hosiery Yarns.
Consolidated Textile Corp., Bonham—Sheetings.
South Texas Cotton Mills, Brenham—Duck.
Corsicana Cotton Mills, Corsicana—Duck.
Guadalupe Valley Cotton Mills, Cuero—Duck.
Dallas Cotton Mills, Dallas—Duck.
Denison Cotton Mills, Denison—Duck.
Gonzales Cotton Mills, Gonzales—Duck.
Hillsboro Cotton Mills, Hillsboro—Duck.
Itasca Cotton Mills, Itasca—Ratines.
Kingsville Cotton Mills, Kingsville—Yarns.
Texas Cotton Mills, McKinney—Cottonades.
Postex Cotton Mills, Post—Sheetings.
Lone Star Cotton Mills, San Antonio—Osnaburghs.
San Antonio Cotton Mills, San Antonio—Wide Duck.
Sherman Manufacturing Co., Sherman—Duck.
Miller Manufacturing Co., Waco—Denims.
Waco Twine Mills, Waco—Twine.
Waxahachie Cotton Mills, Waxahachie—Duck.
Kingsville Cotton Mills, West—Duck.

Planters and Merchants Mill, New Braunfels, now building, will manufacture ginghams.

The shipping conditions in Texas are almost ideal. Galveston, the third largest port in the United States, is only 250 miles from the heart of the cotton growing area of North Texas and provides facilities for shipping to all European and Asiatic ports, including the adjacent Latin-American countries. The raw products are grown almost at the door of the mills, so that shipping of the raw material is hardly an item to be considered.

The labor laws of the State are liberal and fair. The State has 500,000 horsepower of undeveloped water power in its borders. The State produces more than half of the mohair of the country—15,000,000 pounds annually—and a large percentage of the wool as well—but as yet there is only one woolen mill in Texas. If the State manufactured all the cotton produced on Texas soil, she would have 1,500 cotton mills instead of less than 30.

If the industrial resources of Texas are not doubled or trebled within the next decade, it will be only because manufacturers have been blind to an opportunity lying almost untouched before them.

Textile Party Guests of Dallas Chamber

THE Dallas Chamber of Commerce was the host to the "Textile Special," a party of textile mill owners, engineers and other textile authorities which toured the State for a week under the auspices of the Texas Chamber of Commerce, at a membership banquet at the Jefferson Hotel the night of May 28th at the conclusion of the 2,000-mile tour. The purpose of the tour was primarily to encourage the expansion of the textile industry in Texas; also, to advertise the great natural resources of the State, and generally to stimulate all lines of manufacturing in Texas. Vice President T. M. Cullum presided at the banquet and later introduced Vice President James Z. George, of the Texas Chamber, who introduced the visitors. Louis Lipsitz told of the organization of the new \$1,000,000 Dallas Textile Mill here.

All of the out-of-State visitors expressed great surprise and enthusiasm at the great size and remarkable resources of Texas and were of one accord that the State presents splendid possibilities for extensive development of the textile industry, since it produces nearly a third of the Nation's cotton, has cheap power, ample and suitable labor, good transportation and a ready market. Among the out-of-State visitors in the party were Rogers W. Davis, Saco-Lowell Shops, Charlotte, N. C.; George W. Draper, Hope Dale Manufacturing Co., Milford, Mass.; James A. Greer, American Wool & Cotton Reporter, Boston; C. W. McKaskie, Consolidated Textile Corporation and Converse & Co., New York; M. H. Merrill, M. H. Merrill & Co., Boston; William R. Neff, Converse & Co., New York; A. D. Oliphant, The Textile World, New York; L. W. Robert, Jr., Robert & Co., Atlanta; Carroll E. Williams, The Manufacturers' Record, Baltimore; I. D. Wingo, Whittin Machine Works, Whitinsville, Mass.; J. Perry Burrus, Dallas; P. M. Keller, Belton; Clinton Phelps, Sherman; A. L. Smith, Hillsboro and W. L. Steele, Waxahachie, were among officials of Texas cotton mills making the tour.

Cotton in West Texas

AN area in Northwest Texas, Northeastern New Mexico and Western Oklahoma of approximately 25,000 square miles, embracing some 16,000,000 acres, with most of this tillable land, comes within the limits of possible cotton production based upon climatic conditions and soils, it is pointed out by Field Editor Victor H. Schoffelmayer in the Dallas Semi-Weekly Farm News. More cotton is being planted in this territory this year than ever before and it bids fair to become a most important factor in cotton production circles of the world. The Government estimates that but 140 days of frost-free weather are required for the growing season of cotton and much of the Panhandle has a frost-free season ranging from 190 to 200 days. Furthermore, types of quick-maturing cotton are being adapted to that territory, and the farmers have little fear of the boll weevil.

The only cotton mill near this section is the Postex Mill, at Post, Texas, just below the caprock that marks the boundary of the plains. People were amazed when C. W. Post, of "Postum" fame purchased a ranch of 200,000 acres, near Post, and announced he would convert the property into cotton plantations and erect a cotton mill. Cotton is now being produced in large quantities on the former ranch and last year the Postex Mill increased its capital stock from \$550,000 to \$857,000. The plant employs 2,000 people and has 11,520 spindles. About 3,000 bales of cotton are converted into bleached sheets and pillow cases annually. This year the mill sold its entire production of Pullman-size products to the Pullman Company during the first six months of the year. This, in the face of strong competition, shows how Texas textile mills can hold their own in the world market.

Dallas Handles Nearly Six Billion Pounds of Freight and Express Annually

THE enormous volume of business transacted by Dallas is indicated in the following statistics furnished by the Traffic Department of the Dallas Chamber of Commerce. The figures are for 1922 and apply to freight alone and this over steam railway lines only.

Number of carload shipments received	81,765
Number of carload shipments out	63,251
Number of LCL package cars operated from Dallas to all points in the Southwest	35,928
Number of cars received containing LCL merchandise	26,710
Total number of CL's in and out	145,016
Total number of LCL cars in and out	62,638
Total number of tons of freight handled in and out	2,837,467

There were 2,293,399 parcels handled in and out of Dallas by the American Express Company during 1922, with a total weight of 114,669,950 pounds. Considerably more than 100,000,000 pounds of freight and express were handled in and out of Dallas during 1922 by the various interurban electric railways and the motor truck freight lines.

In addition to the foregoing tonnage, there were 7,431,559 outgoing parcels with total weight of 33,442,155 pounds handled by the parcel post department of the Dallas Post Office. The incoming parcel post business totaled 2,272,693 parcels weighing 9,097,772 pounds. This brings the total parcel post business handled to 9,704,252 packages with a combined weight of 42,519,927 pounds.

A summary of all above shipments brings the total of freight, express and parcel post business handled in and out of Dallas the past year to approximately 5,750,000,000 pounds.

New Home of Southwest General Electric Company



Dallas has its 68th building from 6 to 29 stories in height in the new home of the Southwest General Electric Company. The three-story building of the Boren-Stewart Grocery Company was purchased last year when that concern decided to build on Young Street, and three stories were added. Headquarters of the electric company recently were moved from the Interurban Building to the new structure. Unique arrangement of offices, with recreation facilities for employes on the upper floor, are features of the structure.

Building Passes \$10,000,000 Mark

CONSTRUCTION during what appears to be Dallas' record building year continues unabated. Building permits for the year up to the week ending June 1st totaled \$10,441,787.00. Highland Park permits up to the same date amounted to \$611,050, bringing the total for Greater Dallas to \$11,052,837.00. Below are shown some of the most interesting items in construction circles the past month.

Contract has been let by Mike H. Thomas for the erection of the eight-story building on Wood Street that will supplement the Dallas Cotton Exchange Building. Henger & Chambers are the contractors and Anton F. Korn the architect. It will cost \$325,000.

The Dallas Textile Mills Company has let the contract for the construction of buildings for its \$1,000,000 plant at Love Field to the Inge Construction Company, with the expectation of having them completed by October 15th. Plans for the plant were drawn by Robert & Company.

Contract has been let by the Higginbotham-Bailey-Logan Company to Hickey & Montgomery for the seven-story steel and concrete addition to their building at 910-14 Jackson Street, cost \$180,000. With the new addition, the company will have 30,000 square feet of floor space.

The Hughes-O'Rourke Construction Company has been awarded the general contract for the erection of a nine-story and basement hotel at Harwood and Jackson Streets to be built at a cost of \$311,000 for E. D. Gonzales and associates. J. O. Taft is the architect. The building is to be of hollow tile and reinforced concrete; the dimensions of the first and second floors being 85½x100 feet and above the second floor narrowing to 50x100 feet. There are to be 120 rooms above the second floor.

Contract has been let to the Inge Construction Company for the erection of a six-story, reinforced warehouse at Hord and Carter Streets for J. J. Lyons, of the Lyons-Parsons Company, to cost, when completely equipped, about \$100,000. J. A. Pitzinger is the architect. It will be 100x100 feet; will be fireproof and will have complete terminal facilities. It will be occupied by the Nichols-Gillett Transfer Company.

J. H. Yeargan, Jr., has leased at \$15,000 a year the theater building to be erected at a cost of \$60,000 across Masten Street from the Medical Arts Building by G. G. Wright.

The Board of Education has purchased for \$21,000 a site at Russell and Randall Streets for the new East Dallas High School, to be erected in 1924 or 1925. The Board has also named architects for four school buildings to be erected out of the \$1,000,000 bond issue voted in April. DeWitt and Lemmon are architects for the new Oak Cliff High School on Hampton Road; C. D. Hill & Co. will draw plans for the new Vickery Place School, on Henderson and Lawrence

Streets; H. A. Overbeck will draw plans for the addition to Fair Park School and Flint & Broad will draw plans for the addition to the Roberts School.

The Christy-Dolph Construction Company has the contract to erect a three-story brick and reinforced concrete building at Ervay and Coombs Streets for the Shook Rubber Company, to cost about \$40,000. It will be 60x75 feet and of fireproof construction.

The Forest Hills Company, owners, are having plans and estimates made by Meyers & Noyes for the development, as a residential district, of a 380-acre tract beginning at the White Rock spillway and extending north on the Garland pike.

During the past four years more than \$67,000,000 worth of building permits have been granted in the city limits, according to City Building Inspector D. C. McCord. The valuation of nearly 9,000 residences approximated \$33,000,000; store buildings and non-residential structures totaled \$26,544,756, and the remainder represented improvements and repairs.

If the movement of Dallas County real estate continues for the remainder of the year at the rate up to date, a new record for transfers probably will be established.

Great Growth Predicted for Texas Cities

The four largest cities of Texas—Dallas, San Antonio, Houston and Fort Worth—will have a combined population of 1,130,500 in 1940, according to a survey made by the Southwestern Bell Telephone Company. The estimate is made that these cities will require 250,000 telephones by 1940. A little less than twenty years ago the combined population of these cities was less than 175,000 and they had only 10,000 telephones. The population of these cities today is estimated at 695,000 and they are served by 134,000 telephones. The results of this long and careful survey and character study just completed are undoubtedly conservative and yet they are such as to stimulate greatly our confidence in Texas and the Southwest.

Business Conditions Show Marked Improvement

BUSINESS failures in the Southwest were 42.6% less during the first quarter of 1923 than they were the corresponding quarter of 1922, and volume of indebtedness represented by the failures was 50.5% less, according to the Dallas Federal Reserve Bank. Building permits for the eleven principal cities of the Federal Reserve District were \$10,000,000 in excess of the figure for the first three months of 1922. Bank debts to individual accounts in thirteen reporting cities for March were \$45,000,000 greater than for March, 1922. Wholesale dry goods business in the Southwest during

March was 13.9% greater than in March of last year; wholesale furniture, 27% greater; farm implements, 134% greater; wholesale drugs, 10% greater; and wholesale groceries, 12% greater.

Reflecting the heavy retail business in the Southwest during March of this year, the ratio of stocks to sales for the three months' period was 454.9% as compared to 478% for the first two months of the year. The ratio for the first three months of 1922 was 489.5%. Collections for March in retail lines showed a gain. The ratio of March collections to accounts receivable on March 1 was 404%, as compared to 38.2% for February and 37.4% for March, 1922.

Another Metropolitan Step

The City Commission has granted authority for expenditure of \$121,373 by the Dallas Power & Light Company as the initial cost in connection with the placing of all downtown wiring under ground. It is estimated three years will be required for the completion of the task.

Junior Chamber Essay Contest

An essay contest open to all Juniors and Seniors in the Dallas high schools was held last month under the auspices of the Junior Chamber of Commerce on the subject of "The Economic Benefits of the Retail Stores to Dallas." A total of \$75 was donated by the Dallas merchants for prizes.

There were more than 300 essays turned in by the students of three high schools. These were graded by the high school teachers who received them. The essays graded "A" were passed on to the judges for the contest. W. A. Green, Jr., Chairman; W. C. Wales, of S. M. U., and Eben D. Junkin, representing the Junior Chamber. Each judge graded all papers. The grades were averaged with the following results:

First prize—Nelbert Capers, of Forest Avenue High School, \$20.

Second prize—Sarah Abramowitz, of Forest Avenue High School, \$15.

Third prize—Madge Ainsworth, of Bryan Street High School, \$10.

There were also smaller prizes for the best essay in each school. The committee who handled the details of the contest were: Knox Armstrong, chairman; Frank Everts, Clifton M. Linz, H. S. Owens and Edwin L. Sanger.

The American Beauty Pass Book and Cover Company, Dallas manufacturers, announce that W. F. Beale, for many years with Stafford-Lowden Company, of Fort Worth, has become associated with them as vice-president and director of sales. The company is a large exclusive manufacturer of bank pass books and check book covers and has recently added a special college annual and catalog cover department. C. T. Dean is president; E. M. Thompson and Mr. Beale, vice-presidents, and F. A. Nash, secretary.

Marvelous Growth of Petroleum Industry Shown

WITH the wealth that petroleum has brought to Texas and the Southwest the last two decades or so, the article by Neil W. Brown in the February 20th issue of "America at Work," entitled "The Life Story of Petroleum," is of particular interest. The article relates how Old Chief Sitting Bull knew of peculiar springs in Pennsylvania where a disagreeable brown scum formed on the water. He would skim this off, boil it, strain it and rub the oil on any injuries that might have been received in the chase.

It is also shown that the craving of the human body for salt is one of the things that led to the discovery of petroleum. "Salt has always been an important article, useful for government monopolies and so forth, and the boring of wells to hit brine was one

of the earliest necessities of the new world," the article reads. "It had been noticed that wherever there were greasy, black seepages on the surface of the land salt wells were likely to be found. Nowadays when an oil well starts to run salt water the owners tear their hair. In the old days when a salt well ran petroleum it was a source of gnashing of teeth to the proprietors."

The article relates that in 1849 a Pennsylvania druggist bottled the output of one of the natural springs and sold it as a general remedy and purgative. About the middle of the nineteenth century James Young, in Scotland, was working on the production of oil from coal and shale. He distilled the substances in a retort and got a light distillate which burned well. In 1859, a good lamp was developed to burn the stuff, which was known to be dangerous if wrongly handled, and the initial impulse was given to produce oil.

In 1859, the article relates, the petroleum industry existed to supply 2,-

000 barrels of medicinal oil. In 1906, it existed to supply 33,000,000 barrels of kerosene. In 1922, it existed to supply 150,000,000 barrels of gasoline.

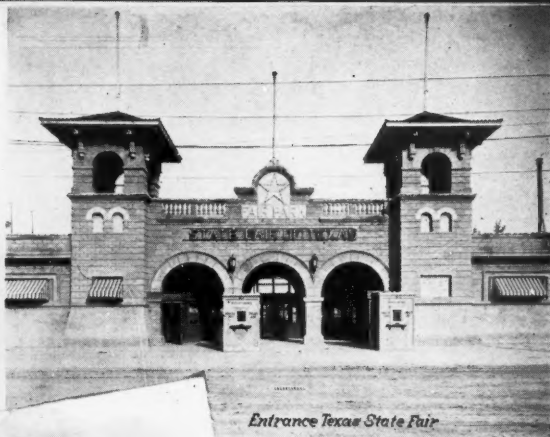
A tribute to the Southwestern, or Mid-Continent oil fields, the territory served by Dallas, is paid in the following paragraph:

"By far the most important field in natural production is the Mid-Continent field, embracing the productive districts of Kansas, Oklahoma, Texas (northern and central), Arkansas and Northern Louisiana. This field leaped into prominence in 1906. At that time it produced 18% of the Nation's oil. In prominence in 1906. At that time it produced 18% of the Nation's oil. In 1922, it produced 55%. The oil history of the last decade is full of the names of famous Mid-Continent pools. The magic words of Glenn and Cushing, Healdton and Burkburnett, Caddo and Mexia, Ranger and Smackover are familiar to us all. This field justly deserves the name of the greatest oil field in the world."

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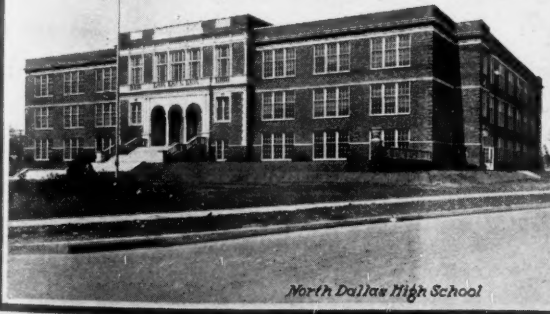
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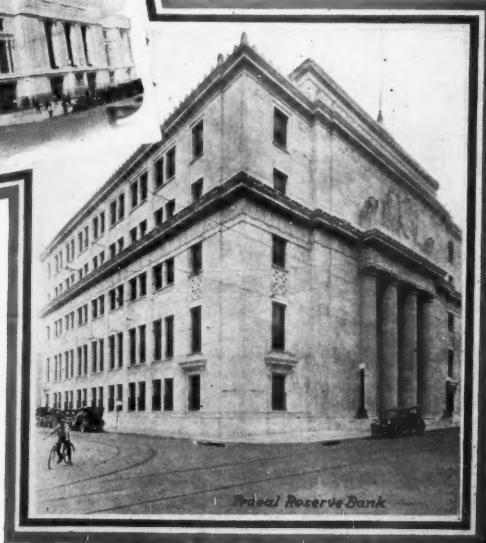
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North Dallas High School



Federal Reserve Bank



SOME NOTABLE DALLAS BUILDINGS

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR
M. L. BOHAN, ADV. MGR.

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Weed Eradication is Sought by City

Dr. Lane B. Cooke, City Director of Public Health, is making an appeal through all luncheon clubs and other civic associations for the eradication of weeds on vacant lots. Under city ordinance, owners of vacant lots are required to cut their weeds upon penalty of fine ranging from \$5 to \$100 after five days failure to obey. However, an appeal to patriotism and civic pride is being made, it being urged that all weeds be cut without waiting for formal notice, and thus aid in making Dallas cleaner, healthier and more beautiful.

Oath of Athens

To Which the Greeks of Athens Subscribed When It Became the Greatest City in the World

"We will never bring disgrace to this, our city, by any act of dishonesty or cowardice, nor ever desert our suffering comrades in the ranks; we will fight for the ideals and sacred things of the city both alone and with many; we will revere and obey the city's laws, and do our best to incite a like respect and reverence in those above us who are prone to annul or to set them at naught; we will strive unceasingly to quicken the public sense of civic duty. Thus, in all these ways, we will transmit this city, not less, but greater, better and more beautiful than it was transmitted to us."

There's No Inflation; Just Fear of It

What is inflation, and what is an inflated condition? Obviously it is a matter of comparative significance. The increase of expansion of the volume of business is necessary to the realization of the comparative state which distinguished prosperity from adversity or better times from good times. In terms of the business cycle, the country has crept up out of the valley of depression and is now climbing joyfully toward a height which may be called activity. There is certainly nothing deplorable about that. Why, then, the talk of inflation?

Recent experiences with their fruitage of fear is one answer. To this must be added the great advance in business science—in the understanding of economics. In the progress toward this understanding, due to better business organization and larger statistical bases for information, there are, as always, a number of persons who have acquired only the little knowledge which is a dangerous thing. In this, fear has taken root.

Inflation must, therefore, be defined. It seems that the only proper definition is about like this: Inflation is a condition in which money and bank credit with which goods are purchased have increased more rapidly than the volume of business.

It is a fact, not a theory, of reserve banking that credit, whether expressed in terms of bank deposits or Federal Reserve notes, is in a sound condition when there is a value in goods back of every dollar, and sufficient gold for reserve purposes.

Business had not yet overreached that condition. It may not reach it. There is no particular reason why it should reach it.—The Nation's Business.

Chamber Members Hear Jeremiah Jenks

Chamber of Commerce members had the privilege of hearing Dr. Jeremiah W. Jenks, international authority on economics and chairman of the board of trustees of the Alexander Hamilton Institute, at a luncheon meeting at the Adolphus May 4. Dr. Jenks was most optimistic as to the

business outlook in this country. He believes France will gain little from her occupation of the Ruhr district. Dr. Jenks was a member of a special commission from the United States, Great Britain, France, Holland and other nations which went into Germany to determine ways of paying reparations. Referring to Europe as a whole he said that while conditions are bad, they are far better than during the two years following the war. He believes the political situation there will be straightened out as soon as credits are stabilized and currency reaches a point where there will be no wild fluctuations and depreciations that tend to destroy the faith and confidence of the people.

New Consul From Mexico Located Here

Servando Barrera-Guerra, recently appointed Consul of Mexico in charge of Dallas district, assumed his new duties last month, coming here from Brownsville, where he was in charge of the consulate for a time. Mr. Barrera-Guerra was for five years secretary of the Mexican Embassy at Washington.

"I regard the Dallas consulate as one of the most important posts in the South, not only because of the standing of Dallas commercially and industrially, but also because this city is one of the most notable points of contact between the American and Mexican Governments," said Mr. Barrera-Guerra. The Mexican consulate here is at 2000 Masten Street, telephone Y-4427.

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Most Successful Music Week Observed

STEADILY Dallas is becoming more strongly entrenched in its position as the musical center of the Southwest and no single agency is contributing more to this than the annual "Music Week." Dallas originated "Music Day," which later was extended into "Music Week," and the plan has been adopted by many other cities. "Music Week" this year, April 28th to May 4th, was by far the most successful Dallas has conducted and full credit should go to the Dallas Music Industries Association, the Dallas Music Commission and the various schools, churches and other organizations which aided in this impetus to our esthetic advancement.

Featuring the week was the convention of the Texas Association of Music Merchants, the Texas Amateur Band Contest and Reunion, staged under the auspices of the Junior Chamber of Commerce, with \$1,000 in prizes and 17 bands totaling 508 pieces competing, the Brotherhood of Man pageant at the City Temple, staged by young peoples' associations of the various local churches, "Tales of Hoffman," presented at the Majestic theater under the auspices of the Dallas Music Commission, and the massed piano contest at the Coliseum May 1st. It is impossible to list all the meritorious attractions enjoyed by local people and bringing hosts of visitors. Plans are under way to make Music Week in 1924 an even more comprehensive affair.

More Manufacturing Urged for Texas

"From the days of the Apostles, when the silversmith that manufactured silver shrines for Diana's Temple said to his fellow manufacturers and craftsmen, 'Sirs, you know that this business we have our wealth,' those who have turned the raw materials into the finished products have been the accumulators of the world's wealth. Through all the ages the countries which have manufactured the natural products and made them ready for the consumer, have gathered in the silver and the gold, while those countries which have been content merely to bring forth from the earth these natural resources have gained but little of the wealth of the world."—Governor Neff, at Liberty, January 31, 1923.

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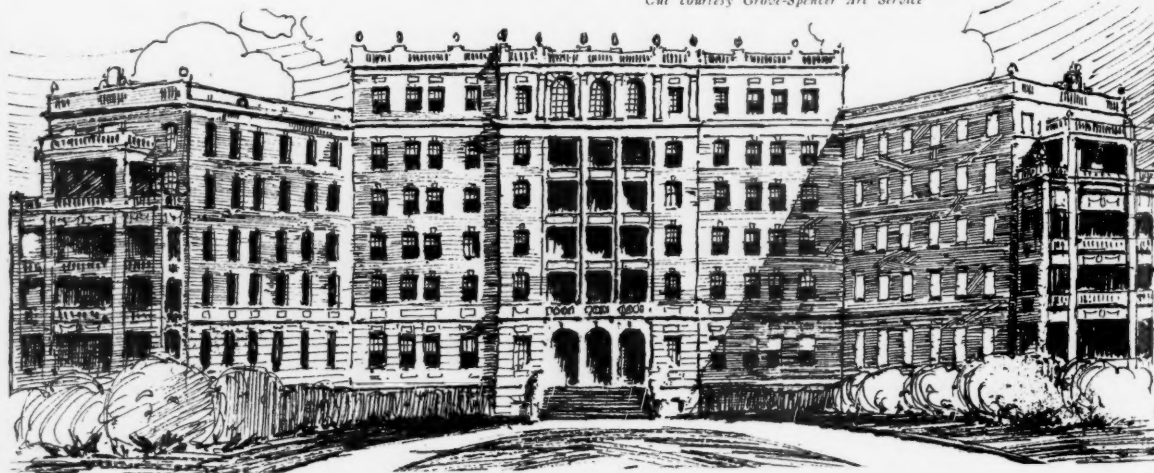
214 BROWDER ST. DALLAS

Dallas Is Leading Medical and Hos

DALLAS' splendid hospitals contribute largely to its rank as the leading medical center of the Southwest. A notable addition to the hospital facilities is the Dallas Sanitarium, at Grover and Ballard Streets, Oak Cliff, work on which has started. The sanitarium is being erected under the auspices of the Methodist Church. The hospital complete will cost \$1,000,000, with the main building, costing \$400,000, to be completed first. St. Paul Sanitarium, founded twenty-six years ago, is said to be the largest Catholic hospital operated in the United States. There have been as many as 13,000 patients treated in the hospital in a year. Baylor Hospital, formerly known as the Texas Baptist Memorial Sanitarium, was organized in 1903 and its buildings, grounds and equipment represent an investment of \$1,750,000. The Baylor University Schools of Medicine, Dentistry, Pharmacy and Nursing occupy buildings adjacent to the hospital and St. Paul Sanitarium also has a school for nurses. An addition to the Parkland Hospital, jointly owned and operated by the City and County, brings the capacity of the hospital to 300 beds, more than doubling its size. Combined capacity of the four hospitals shown on these pages, either completed or under construction, is in excess of 1,200 beds. There are in addition either completed or under construction the Richard P. Freeman Memorial Hospital, Hope Cottage, Dallas Baby Camp, Shrine Children's Hospital, Woodlawn Hospital, and various private hospitals. The 19-story Medical Arts Building, formally opened this year, exclusively for the medical and dental professions, is a unique feature of Dallas as a medical center.

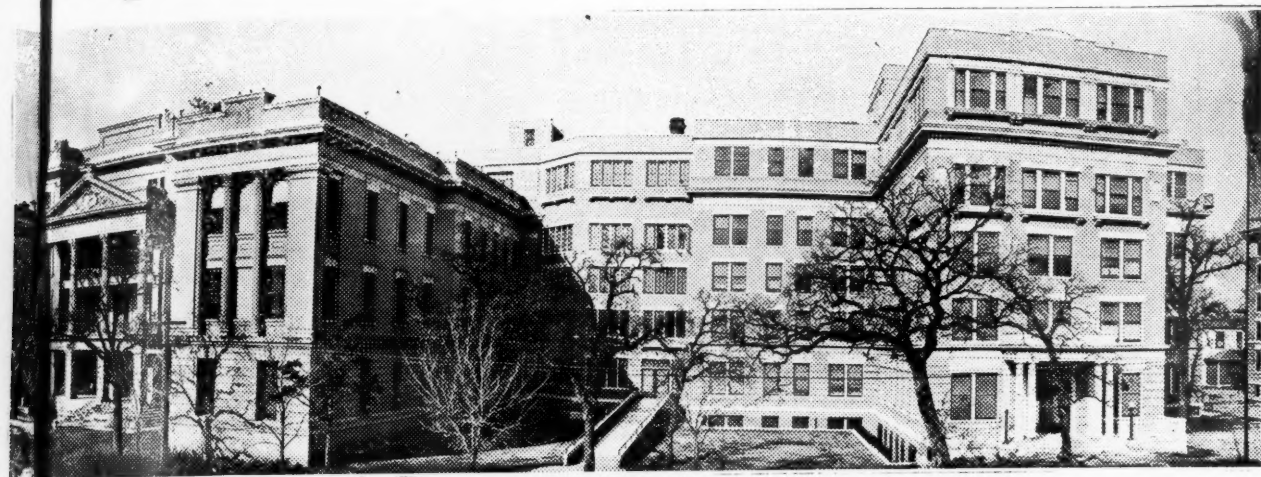


NEW MEDICAL ARTS BUILDING
Formally opened recently
Cut courtesy Grove-Spencer Art Service



DALLAS SANITARIUM

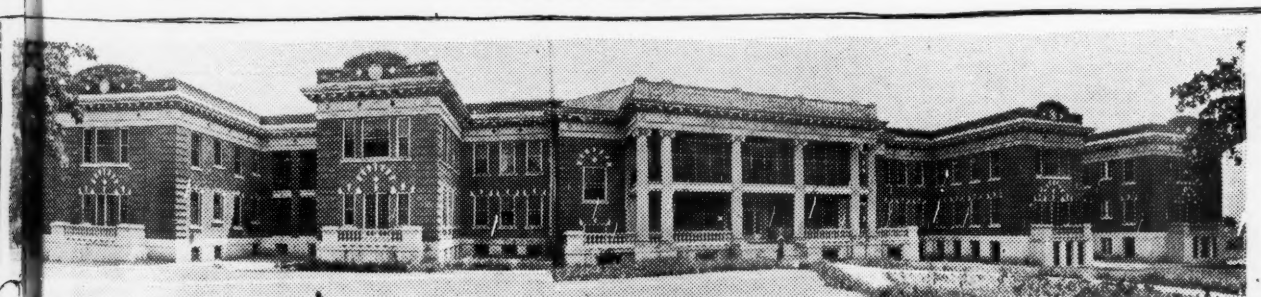
l Hospital Center of the Southwest



BAYLOR HOSPITAL



ST. PAUL SANITARIUM



PARKLAND HOSPITAL

Illustrations on this page courtesy the Dallas Journal

100 New Concerns Locate During May

THE following list of new business concerns established in Dallas during May represents a consolidation of the weekly lists published in the new service bulletin. The city's industrial and commercial growth during the month was characterized by the addition of a number of substantial concerns, representing a varied line of business activity. The records of the New Industries Department show new concerns during the month in excess of one hundred, of which the following are the most important:

A-One Letter Shop, 1931 Main Street; multigraphers and stenographers.
Allen & Wright, 305 Scollard Building; real estate.
Backmeier Sales Corporation, 2427 Commerce St.; automobile accessories.
Beverly-Hancock Realty Co., 407 Slaughter Bldg.; real estate.
Black & White Service System, Inc., 435 Wilson Bldg.; national highway garage advertising.
Bracken Realty Company, 1314½ Main St.; real estate.
C. E. Briggs Realty Co., 1810 Greenville Ave.; realtors.
Brooks-Fisher Company, 509 Insurance Bldg.; power plant contractors.
D. W. Burkhalter, 306 Western Indemnity Bldg.; law offices.
Paul H. Burwald, 1613 Main St.; women's shoes.
California Central Creameries Co., 1301 Broom St.; creamery products.
Camel Chemical Company of Texas, Aviation Repair Depot, Love Field; to manufacture Camel battery solution.
Chain Tire Stores Corporation, 600 North Akard St.; tires and accessories.
E. Y. Chambers & Co., 1103 Main St.; investments and loans.
Civil Bureau of Investigation, 1514½ Main St.; civil and criminal investigations.
Dairy-Poultry Supply Co., 2500 Main St.; dairy and poultry supplies.
Dallas Construction Co., 317 North Texas Bldg.; road builders.
Dallas Mortar Mill, 3412 Main St.; ready mixed mortar.
William A. Davis Co., 613 S. Harwood St.; confectionery.
Diamond Steel Highway Sign Co., First Ave. and Santa Fe Ry.; manufacturers of highway markers.
Donnell Ice Cream Co., 725-7 West Davis St.; ice cream manufacturers.
Dula Mattress Manufacturing Co., 3324 Grand Ave.; mattress manufacturers.
Eagle Specialty Co., 3401 Main St.; wholesale plumbing supplies.
Farthing Bros., 113 North Akard St.; men's furnishings.
Federal Street Battery Co., 1919 Federal St.; storage batteries.
Finance Service Co., 202½ South Ervay St.; loans and investments.
R. B. Findley Company, 305½ North Ervay St.; tailors.
General Battery Company, 1405-A Magnolia Bldg.; storage batteries.
Globe Sales Company, Wilson Bldg.; manufacturers' agents.
Goodbar & Page, 407 Deere Bldg.; contracting engineers.
Great Northern Life Insurance Co., 504 Insurance Bldg.; life insurance.
Griffin & Boatright, 2603 Elm St.; automobiles.
C. L. Hall Furniture Co., 2544 Elm St.; retail furniture.
Hardy & Carley, lobby Western Indemnity Bldg.; insurance.
Herring & Diehl, 217 Western Indemnity Bldg.; attorneys.
Holmes Street Cleaners, 3203½ Holmes St.; cleaners and dyers.
Home Creamery Co., 106 North Ervay St.; creamery.
Horat & Strauss, 1312 Main St.; delicatessen.
McDaniel Office Supply Co., 1005½ Main St.; office supplies.
McKee & Cate, 422 South Akard St.; printers.
Made-Right Mop Company, 2625 South Central Ave.; mop manufacturers.

Magnolia Finance Corporation, 205 Southwestern Life Bldg.; investments and loans.
Manhattan Dress Shop, 1916-A Elm St.; women's garments.
Thomas B. Martin, 709 Wilson Bldg.; real estate.
Mays, Chaney & Ma'ny, 601 North Texas Bldg.; attorneys.
Midland Sand & Gravel Co., 302 Insurance Bldg.; sand and gravel.
Mid-West Engineering Construction Co., 215 Slaughter Bldg.; electrical engineers.
Milton Bros. Furniture Co., 2417 Elm St.; retail furniture.
Munger Place Ice Cream Co., 5007 Center St.; ice cream manufacturers.
Murphy Sales Agency, 501 Praetorian Bldg.; manufacturers' agents.
John P. Murray, 1415 Southwestern Life Bldg.; bonds.
National Trading & Investment Co., 412 Marvin Bldg.; investments and loans.
Page Auto Top and Paint Co., 2514 Main St.; auto painting.
Palace Auto Top and Paint Co., 1718 North Akard St.; auto painting.
Peeler & Monroe, 4417 Main St.; garage.
People's Exchange, 617 Wilson Bldg.; real estate.
Phippen & Bennett, 1803½ Main St.; real estate.
Quick Safe Sales Co., 416 Commerce St.; manufacturers' agents.
H. H. Roberts, 412 Southwestern Life Bldg.; investments.
Alfred Schwarz, 1408½ Main St.; Women's ready-to-wear.
Shade Selman's Men's Wear No. 2, 1719 Live Oak St.; men's wear.
Service Electric Co., 1001 South Harwood St.; electricians.
Smith's Luncheonette, 1716 Commerce St.; delicatessen.
Southern Advertising Company, 1310½ Elm St.; advertising.
Southern Marriage Endowment Association, 708 Slaughter Bldg.; insurance.
Southern Realty & Investment Co., 229 Western Indemnity Bldg.; real estate and loans.
Southwestern Auto Parts Co., 2400 Main St.; auto parts.
Southwestern Decorators Supply House, 1931 Main St.; decorators—artificial flowers and plants.
Sprague & Henderson, 501 Scollard Bldg.; gravel.
Standard Advertising Agency, 214 Marvin Bldg.; advertising.
Taylor & McCammon, 1217 Kirby Bldg.; contractors.
Texas Poultry & Egg Company, 2103 Cadiz St.; produce.
Union Concession & Specialty Co., 2102 Live Oak St.; candy.
Used Car Sales Co., 2106 Commerce St.; automobiles.
Bob Utley Development Co., 506 Insurance Bldg.; oil.
Wayside Inn, 1504 Commerce St.; restaurant.
Wharton Motors Company, Mocking Bird Lane, east of Highland Park; manufacturers of storage batteries.

Williams & Crawford, 1935 Commerce St.; auto tires and gasoline.
Woodward Body Company, 2509 Commerce St.; commercial bodies.
Arthur Young & Company, 713 Central Bank Bldg.; public accountants.
Yuba Refining Co., Taylor and Bourbon Sts.; lubricating oil's.

Barnes Re-elected Head of National Chamber

Julius H. Barnes was re-elected president of the Chamber of Commerce of the United States, at a convention last month at New York. Harry A. Black, of Galveston, was elected vice-president for the South Central States. Louis Lipsitz, director of the Dallas Chamber of Commerce, represented the Chamber at the convention. It was a most important gathering of the organization, the big problem of transportation being the chief subject discussed.

Where Texas Again Leads

The State of Texas alone has more telephones than all countries put together which lie south of the Rio Grande, extending down to the Antarctic Ocean.

Texas now has approximately 500,000 telephones with a population of 5,000,000 people as compared with the combined population of all Republics south which have a total of nearly 70,000,000 inhabitants and less than 500,000 telephones.

The Noiseless Typewriter

"Your Silent Partner"

Announce change of address and telephone to

307 Marvin Bldg.
X-8569

Corner Main and Ervay

FRED PRUTER
District Sales Agent

S. KOENIGSBERG, Inc.

See Our Mohairs, Shantongs and Tropical Worsteds for Summer
TAILORS AND IMPORTERS
1306½ Main St.

Best Quality—Reasonable Prices—Quick Deliveries
Double Faced Raised Glass Electric Signs



AMERICAN ELECTRIC SIGN CO.

1903 Second Ave.

J-7157

Big Things in Big State

Broad-waisted Texas inspires breadth of vision, stimulates achievements on a Brobdingnagian scale. Of every 200 acres of the land area of the entire world, one acre is in Texas. Texas has the largest ranch in the Nation, the Kleburg Ranch boasting 1,000,000 acres. Texas has in the Ed C. Lassiter herd near Falfurrias the largest herd of Jersey cattle in the world. Furthermore it is a purebred herd of nationally known champions. The daily output of the herd in butter alone is 1,600 pounds. Then here comes J. C. Wells claiming in a recent issue of the Texas Industrial News that M. Johnson, of Bowie, Texas, has the largest poultry farm in the world. He has 15,000 grown birds and many thousand young ones, and they are all White Leghorns.

Car Registration in Texas Growing

The State Highway Department offers the following table showing automobile registration in Texas since the department was organized. Motor trucks are included in the list, although next year the Department plans to segregate the two. The list follows:

Year	Registrations
1917	194,720
1918	251,202
1919	331,721
1920	430,377
1921	470,109
1922	531,608
1923 (1st quarter)	536,309

It is estimated that Texas now has one car for every 9.4 persons, and Dallas County has a car for every 6.1 persons. Dallas County led the State in registrations for the first three months of 1923, with 37,993 cars, as compared with 33,536 for Harris County; 30,117 for Bexar County and 22,004 for Tarrant County.

Arthur Young & Co. Open Branch in Dallas

Arthur Young & Co., an international firm of public accountants and auditors, members of the American Institute of Accountants, have opened an office in Dallas, 713 Central Bank Building.

In addition to their various offices throughout the important cities of the country, the firm also has an office in London, England. The company's clientele includes some of the largest and most prominent corporations throughout the country and, needless to say, this has brought their officials and representatives to Texas for many years. Realizing the unprecedented growth and development of the State of Texas and the phenomenal advance of the City of Dallas, the firm decided that an office here was not only advisable, but absolutely necessary to cope with the many requests from Texas clients. The Dallas office is in charge of two resident partners, A. E. Merkle and S. H. Hooker, both of whom have been representing the firm in Texas for a number of years.

To Build More Business

You endeavor to establish close contact with your prospects that you may sell them your products; you endeavor to maintain close contact with your customers that you may sell them more of your products.

Your direct, personal letters will gain for you an opportunity to accomplish both of these aims. This will require an amount of correspondence too large for any individual to handle without an increased force.

We are here with all of our equipment, our trained employees, and our experience to serve as a unit of your own organization.

To build more business for you, let us carry the investment, furnish the ideas, and leave you free to handle the added responsibility of your increased sales.



Commercial Printing & Letter Service Co., Inc.

W. Marion Newman Howard T. Newman
J. R. [Bob] Sims Jr

First Floor, North Texas Building
911 Main Street, Dallas

X-3393

Y-4177

Will Your Name Be in this Directory?

NINE new budget subscribers, representing twenty memberships and ninety-eight new individual members, were added to the membership roll of the Dallas Chamber of Commerce during May, making a total of 118 new memberships during the month. This number, added to the 588 new members previously reported since January 1st, make a total of 706 new memberships since the beginning of the year.

Attention of all members is called to the fact that a classified directory of the membership will be published as of June 30th. This directory will contain the names of all members in good standing on that date. Members who have permitted their dues to become delinquent and new members who have not yet remitted for one quarter's dues since making application for membership, are urged to mail their checks promptly. It is hoped that it will not be necessary to omit from the directory the name of a single member for non-payment of dues.

Following is the month's record of new members:

NEW BUDGET SUBSCRIBERS

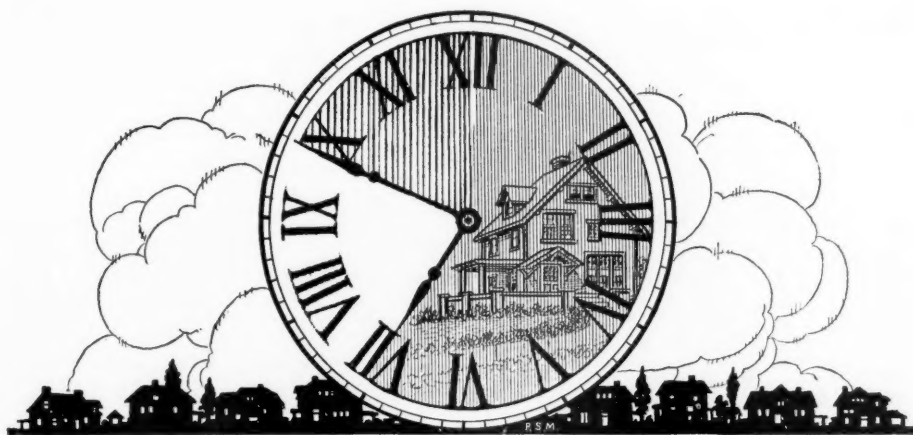
Bankers' Supply Company, 2021-23 Jackson Street; A. T. Jensen, manager; manufacturers of insured checks.
Civil Bureau of Investigation, 1514½ Main Street; F. M. Spencer, manager; civil and criminal investigations.
Filgo Motor Company, 1506-08 Young Street; L. R. Filgo, president; distributors of Chandler and Cleveland automobiles.
W. T. Grant, Company, 1807 Main Street; K. D. Gardner, manager; variety and department store.
Hardy & Carley, Western Indemnity Building; insurance of all kinds.
McClaren Tire Company of Texas, 2417 Commerce Street; Henry T. Hirsch, manager; distributors of McClaren tires.
Producers Finance Corporation, 414-17 Marvin Building; F. E. Gilmore, president; livestock financing.
Standard Advertising Agency, 214 Marvin Building; B. C. Warlick, manager; advertising agency.
Woodward Body Works, 2509 Commerce St.; John R. Woodall, manager; commercial bodies.

NEW INDIVIDUAL MEMBERS

A. & F. Cafe, 1322 North Peak Street; W. J. Atkins, Jr., manager; cafe.
A-One Letter Shop, 1931 Main Street; Misses Lula Weaver and F. Fern Owen; multi-graphing and stenography.
Aluminum Specialty Co., Inc., 1912-14 Live Oak Street; A. Lemaire, vice-president and manager; wholesale aluminum ware.
Amiesite Asphalt Company, 417 Western Indemnity Building; P. J. McInerney, manager; Amiesite paving material.
American Smelting & Refining Company, Hord, Ross and Freeman Streets; Philip Lipsitz, president; junk dealers.
American Sulphur & Fertilizer Company, Scollard Building; J. A. Price, president; sulphur mining and refining.
Anchor Awning Company, 2813 Elm Street; E. L. Ryan and A. A. Doe; manufacturers of awnings, tents, etc.
Autry Motor Company, 1900 Young Street; L. K. Autry, president; distributors of Garford trucks—automobile repairing.
B. C. Coffee Company, 1613 Pacific Avenue; H. C. Pappas, general manager; coffee, spices and extracts.
M. S. Bank, 1512 Main Street; tailor.
Clifford H. Billett, 1903½ Elm Street; commercial photographer.
Black & White Service System, Inc., 435 Wilson Building; Briggs Robertson, president; national garage highway advertising.
Bracken Realty Company, 1314½ Main Street; Gerald C. Bracken, real estate.
Mrs. Charlotte Brandenburg, 312 Marvin Building; Dr. Bergman's Electro-Magnetic Nerve Vitalizer.

Dr. Sam H. Brock, 1703 Medical Arts Building; dentist.
W. H. Brown, 206-8 Mercantile Bank Building; attorney.
D. W. Burkhalter, 306-8 Western Indemnity Building; attorney.
Dr. W. G. Brock, Canine and Feline Hospital, 110 Exposition Avenue; veterinarian.
Cherokee Silk Company, 408 Melba Theater Building; W. H. Grant, State manager; hosiery direct to wearer.
A. B. Clark, 408 Slaughter Building; real estate.
C. M. Cooke, 404 Andrews Building; attorney.
Commercial Credit Company, 218 Southwestern Life Building; J. Force Morgan, manager; commercial banking—automobile financing.
William Lester Crawford, 1023½ Main Street; attorney.
Howard H. Dailey, 808 Western Indemnity Building; attorney.
Dallas Belting Company, 2419 Commerce St.; Harold L. Cook, manager; belting, hose and packing.
Dallas Construction Company, 317 North Texas Building; J. S. Beauchamp, highway construction.
DeBerry & Sloan Hardware Company, 3421 Main Street; D. E. DeBerry, retail hardware.
R. A. Denison, 1102½ Elm Street; photographer.
Dietz & Thurmond, 1204 Ross Avenue; Charles Dietz, manager; electric motor winding and repairing.
H. Donahue, 1109½ Main Street; tailoring.
Eagle Pharmacy, 315 Collett Avenue; W. W. Holsonbake, proprietor; druggists.
A. F. Felder & Company, 1414 Commerce St.; A. F. Felder, president; brokers—cotton, grain and stocks.
J. D. Fouraker, 404 Scollard Building; attorney.
Charles N. Freid, 1203½ Elm Street; diamond importer and manufacturing jeweler.
Gill Piston Ring Company, 2118 Jackson St.; J. Ray Cagney, manager; pistons and piston rings.
Ginners Compress Trust of Texas, 416 Southland Life Building; J. C. Driver, Jr., manager; manufacturers of "Hi-Density" cotton presses.
Glenn & Glenn, Haskell Ave. and Elm Street; Garrett L. Glenn, manager; nationally advertised men's wear.
Globe Sales Company, 617 Wilson Building; J. V. Thompson, general manager; manufacturers agents.
Lawrence O. Gordon Company, Melba Theater Building; Lawrence O. Gordon, manager; publicity service.
Grand Rapids Show Case Company, 707 Insurance Building; J. J. Grabau, manager; store fixtures.
H. Hagedorn & Sons, 209 North Lamar St.; H. Hagedorn, president; wholesale leather findings and uppers.
Hall Specialties Company, 211 North Lamar Street; J. R. Binford, manager; manufacturers of automobile shades.
A. T. Hardy & Company, 502 Scollard Building; A. T. Hardy, real estate.
Harry's Hat Shop, 1512 Main Street; Harry Roineck, proprietor; retail hatter.
E. A. Hilderbrand & Company, 311 North Texas Building; E. A. Hilderbrand, president; mercantile adjustments and collections.
Holden & Curless, 432 Wilson Building; Mrs. Alice C. Holden, insurance.
Fred W. Indermille, 911 Practorian Building; Christian Science Practitioner.
Wilbur Jackson, 1205 Southwestern Life Building; instruction in accounting and management.
Johnson's Market, 4103 E'm Street; O. S. Johnson, proprietor; meats, fruits and vegetables.
Byrnn A. Jordan, 500 Republic Bank Bldg.; attorney.
Kemper Specialty Company, 216 Slaughter Building; W. W. Kemper, manager; National sealing machines and sealing tape.
W. E. Kennedy, 4309 Elm Street; dyeing and dry cleaning.
Kraft Cheese Company, 331 North Texas Building; J. L. Lemen, manager; cheese manufacturers and importers.
Fred J. Lagler, 1601 Bryan Street; grinder.
La Tribuna Italiana, 1001½ South Harwood Street; C. S. Papa and Louis E. Adin, proprietors; weekly newspaper in Italian.
Line-A-Time Manufacturing Co., Inc., 601 Scollard Building; Mrs. E. A. Burns, manager; distributors Line-A-Time typewriter attachments.
Logan & Company, Young and South Akard Streets; Clinton Logan, president; cotton.

David Lupton's Sons Construction Company, 601-2 Mercantile Bank Building; Ray Trimble, manager; steel sash.
C. W. McBride, Room 4, Roos Building; architect.
Dr. M. M. McRee, 410 Southwestern Life Building; physician.
Miller Seed Company, 502 Commerce Street; L. C. Miller, president; wholesale seeds.
E. G. Meyers, 312 Central Bank Building; paper handling machinery.
National Trading & Investment Co., 412 Marvin Building; G. G. Gwyenne, manager; brokerage and investments.
Nu-Grape Bottling Company, 1719-25 South Ervay Street; N. H. Letaw, manager; bottlers of Nu-Grape.
Orlopp & Orlopp, 849 Wilson Building; Don C. and Stanley F. Orlopp, architects.
Over-Nite Auto Paint Company, 2417 Main Street; A. F. Schmalzried, manager; automobile painting.
The Palace Shop, 2813 Commerce Street; G. B. Henderson, Jr., manager; truck body builders and horseshoers.
Peoria Life Insurance Company, 410 Southland Life Building; D. C. Reeves, State Manager; old line life insurance.
Harry Perhemus, 601 North Texas Building; attorney.
Public Market Company, 1017-19 Elm Street; J. S. Erhard, proprietor, retail market.
Rand Company, Inc., 1413½ Elm Street; F. J. Perron, sales agent; visible business records.
Remington Cash Register Company, 2034 Main Street; E. E. Longenecker, sales agent; Remington cash registers.
Ridgeway-Peacock Company, 1309½ Main St.; Rex Ridgeway; jewelers and diamond setters.
H. H. Roberts, 412-13 Southwestern Life Bldg.; investments.
Rowlett Staining Company, 3322 Elm Street; G. P. Rowlett, president; shingle staining.
W. T. Savage, 717 Western Indemnity Bldg.; attorney.
W. G. Scarff & Company, 1306 Southwestern Life Building; W. G. Scarff, president; real estate.
Sam Schneider, 404 Southwestern Life Building; tailor and importer.
Schultz & Barnett, 206 Browder Street; merchant tailors.
Alfred Schwarz, 1408½ Main Street; ladies ready-to-wear.
Service Drug Store, 4101 E'm Street; John D. Garrard, proprietor; drugs.
Southland Dress Shop, parlor floor, Southland Hotel; William I. Kaplan, proprietor; ladies ready-to-wear, wholesale and retail.
Southland Drug Company, 1200 Main Street; J. T. Barrow, proprietor; drug store.
Southwest Mortgage & Investment Co., 509 Magnolia Building; J. J. McCook, general manager; mortgage loans.
Standard Auto Supply Company, 301 South Ervay Street; H. C. Macbeth, manager; wholesale and retail auto accessories.
T. A. Stepp Cleaning Company, 4126 Elm Street; T. A. Stepp, proprietor; cleaning and pressing.
Sundstrand Adding Machine Company, 209 Southwestern Life Building; Jack F. Snowden, sales agent; adding machines and cash registers.
Texas Enameling Company, 1810 Orange St.; J. E. Boyles, manager; auto enameling.
Texas Press Clipping Bureau, 715 Southwestern Life Building; J. Henry Simpson, manager; press clipping service.
L. H. Tillman Sales & Insurance Agency, 202 Gaston Building; L. H. Tillman, manager; insurance and real estate.
Jake Tipps, 512-13 Mercantile Bank Building; investments.
Trinity Roofing & Supply Company, 1111½ Main Street; Daniel E. Story, manager; roofing.
Tripple XXX Root Beer Co., 609 South Akard Street; M. Jeff Tierman, manager; root beer.
Valdez Electric Company, 2-33 Commerce St.; P. S. Valdez, manager; automotive electric repairs.
Walton School of Commerce, 225 Slaughter Building; B. H. Pickett, manager; school of accounting.
Henry G. Wills, 404-5 Andrews Building; attorney.
Yonack Brothers, 405 Central Bank Building; real estate and loans.
Arthur Young & Company, 713 Central Bank Building; A. E. Merkle, resident manager; public accountants.



A New Home was completed in Dallas every forty-nine minutes during 1922

Last year was a big, busy building year in this city. New homes by the hundreds were built in every section, a grand total of approximately three thousand being completed. On the basis of an eight-hour day, eliminating Sundays and holidays, this means a new home was completed every forty-nine minutes.

In order to keep pace with building developments in this city, in both the residential and business sections, it is necessary for the engineers of the Dallas Telephone Company to forecast and provide sufficient facilities to care for the immediate requirements and the future growth of Dallas. Our engineers have carefully studied the future of the city and predict that by 1940, Dallas will have 375,000 population and at that time there will be 89,000 telephones in the city. This means about forty thousand more homes to be built in seventeen years, or approximately 2,500 every twelve months. Based on last year's record this should be accomplished with ease.

We, of the Telephone Company, are ready and willing to do our part in building a greater Dallas; we are not content to merely keep up with its steady growth, but to be just a step ahead. Only in this way can the city be assured of a great metropolitan telephone system, giving efficient, satisfactory service.

DALLAS TELEPHONE COMPANY

Power by Wire.....

A throw of the switch—and unlimited power is at your command.

Efficient, economical, clean and flexible.

That thoughtful business men are giving serious thought to the use of electricity for power purposes, and that its advantages are realized and appreciated, is evidenced by the many inquiries received from both established and new industrial concerns.

Your power problems will receive the immediate attention of our power engineers upon request and without obligation.

Numerous installations in Dallas and other large cities where electricity is used widely for power purposes, through the obvious satisfaction afforded, provide proof of the desirability of using electricity.

Dallas Power & Light Co.

Eight competent, courteous Salesmen, covering every section of Dallas, to serve your needs in
REAL ESTATE

ROY A. NELSON CO.

Realtors
402 Magnolia Bldg.

Members { Dallas Real Estate Board
Dallas Chamber of Commerce

ITA

"MADE IN DALLAS"

Sick and Accident Insurance

Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$1,000,000.00 paid in benefits to date.

International Travelers Association, Dallas, Texas
PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

Smith Detective Agency and Nightwatch Service

Prevent Fire—Protect Your Property

Geo. A. Smith, President

720-722 Kirby Building

Dallas, Texas

Phone X 1666

Burglar Alarms, Watchmen, Signal Service Boxes, Detectives Furnished by a Dallas Institution

\$1,500,000 Spent by Convention Visitors in City



P to June 1st, there had been held in Dallas this year 128 conventions, or twice as many as held during all of 1922. April was the best convention month with 38; March, 31; May, 23; February, 20 and January, 16. The estimated attendance at the various conventions was 55,000, and the average stay of visitors, three days. The total estimated expenditure of convention visitors while in Dallas, according to the Convention Department of the Dallas Chamber, is \$1,500,000.

Among the conventions held here last month were the Texas Bankers' Association, Texas Music Dealers' Association, Texas Disabled Veterans of World War, Praetorian Congress, Texas Moving Picture Theater Owners, State Chapter American Institute of Banking, Texas Baptist Missionary Association, State Federation of Labor and affiliated bodies, Scottish Rite Reunion, Holt Caterpillar Tractor Dealers, Southern Pacific Railway officials and employees.

Some conventions scheduled for the remainder of 1923 are as follows:

June

County Judges and Commissioners (Special called meeting).

Master Sheet Metal Contractors.

Texas Ass'n of Tax Collectors and County Clerks.

July

Sacred Harp Singers of Texas.

Lutheran's Lone Star Walther League.

Materials
Clem Lumber Co.
Building
Y6348



Call Flexlume Service

X 5003

Expert designers and manufacturers of original raised glass letter electric signs.

420 Slaughter Bldg.



MEET

SAM MIMMS, JR.

Better Letter Service

Dallas Mailing Company

X-6048

August
North Texas Stewards' Club.
September
Southwestern Professional Photographers' Association.
State League of Nursing Education.
October
Texas Chiropractic Association.
State Fair of Texas.
November
Episcopal Bishops of America.
Southwestern Ice Manufacturers' Association.

1924 Conventions Scheduled
Texas Hardware & Implement Dealers' Association—January.
Winchester Club of Texas—January.
State Baptist Laymen—February.
Texas Jewelers' Association—April or May.
Texas Optometrists' Association—April or May.
Texas Cotton Ginners—May.
Texas Undertakers and Funeral Directors—May.
Southern Conference, Unitarian Churches—Date to be announced later.
National Ass'n of Reserve Bankers—May.

Dallas is also making strong bids for the following National Conventions to be held here in 1924:
American Dental Association.
National Business and Professional Womens' Clubs.
American Wholesale Grocers' Ass'n.
American Warehousemen and Furniture Warehousemen's Ass'n.
National Travelers' Protective Association.

Jack D. Gillespie was elected secretary of the National Association of Reserve City Bankers, who will hold their 1924 convention at Dallas. Among other Dallas men elected last month at various conventions: W. H. Wray was re-elected president of the Texas Retail Merchants' Association. Gus Roos, president and Charles Benson, secretary of the Texas Retail Clothiers' Association; F. C. Skipworth, president Men's Apparel Clubs of Texas; Marcus Baerwald, president Texas Retail Jewelers' Association; Paul Burling, secretary Texas Music Merchants' Association; John E. Morris, president Texas Automobile Dealers' Association.

Marion A. Knight, of the American Exchange National Bank, has been re-elected president of the Dallas chapter of the American Institute of Banking.

ARCHITECTS

F. J. WOERNER & CO.

Sumpter Building, — Dallas, Texas

FOR ANY OCCASION

CALL

YELLOW CAB COMPANY

X-1414

"Tom, Dick and Harry"

Calling attention to a too general lack of appreciation of Relative Values in Cost Accounting.

Tom, Dick and Harry are never permitted to make requisitions on bank accounts. Yet, too often, are they allowed to requisition stores, or, at times, just to take and use materials as they see fit.

The one or two percent cash discount on materials purchased is never lost sight of. Equal concern is seldom given to the fact that a physical count of the inventory shows a shrinkage of one to three percent.

In nine cases out of ten the inventory is the largest of all the current assets. The value of materials on hand is usually much greater than the cash in bank. Yet many concerns estimate their profits on a Cost System which permits of a shrinkage factor in inventory.

Accurate and persistent control of inventory on hand and unfilled commitments, is the safeguard against shrinkage or loss. It is just as important as accurate and persistent control of the bank account. It is simply a matter of recognizing *relative values*—adopting a Cost System which is based on *relative values*.

ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

AMERICAN EXCHANGE NAT'L BANK BLDG.—DALLAS

NEW YORK	CHICAGO	CLEVELAND	INDIANAPOLIS	NEW ORLEANS
PHILADELPHIA	MINNEAPOLIS	BUFFALO	TOLEDO	DALLAS
BOSTON	ST. PAUL	PITTSBURGH	ATLANTA	FORT WORTH
PROVIDENCE	ST. LOUIS	DETROIT	RICHMOND	HOUSTON
WASHINGTON	KANSAS CITY	CINCINNATI	BALTIMORE	DENVER
		MILWAUKEE		

KIRKPATRICK-THOMPSON CO.

Paul R. W. (Bob)

INSURANCE OF ALL KINDS—SURETY BONDS

Standard Stock Companies Only

PHONE US X-7184

604-19 PRAETORIAN BLDG.

AMERICAN ELEVATORS

SOLD BY J. PEYTON HUNTER 407 SCOLLARD BLDG. DALLAS

BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.



DESKS, CHAIRS
FILING CABINETS
Vance K. Miller Co.
1917 Main
Phone Y 3801; Y 6713

LLOYD R. WHITSON, E. M.
and
F. C. DALE, A. R. I. B. A.
ARCHITECTS

Address inquiries concerning new Santa Fe
Office Building and Warehouses to us at
address below.

1007 Sw. Life Bldg. Tel. X-3727

AUSTIN BROS.

Structural Steel

DALLAS, TEXAS

MAXSON & BELT

General Agents
Norwich Union Indemnity Co.
INSURANCE ALL KINDS
Y-1113; Y-1114 711 Kirby Bldg.



Efficient Office Help Furnished Promptly

EMPLOYERS SERVICE BUREAU
716 MERCANTILE BANK BLDG.

PHONE X 7526

"An Intelligent and Careful Service"

Does Your Advertising Come Up to these Standards?

Suggestion Made By Hugo Swan, Manager Better Business Bureau



GREAT part of the work of the Better Business Bureau, of Dallas, in the retail field is of an educational nature, designed to make all advertising so truthful and clear that the average purchaser will not gain an erroneous impression from even a casual reading of the advertising.

One of the most important stipulations of the Bureau is with reference to the use of cuts. Realizing the difficulty of securing actual cuts of all merchandise and also realizing the value of cuts in attracting attention to goods, it is not required that illustrations picture the exact merchandise advertised in cases where such merchandise is of a general nature, unless the illustration is definitely misleading. On the other hand, if the cuts used in the advertisement are of a specific article, as for example a phonograph, a watch, a ring, an automobile, or any other article specifically indicated as for sale, it shall be required that the illustration exactly picture the merchandise in question, unless a distinct statement is made that the cut does not describe the goods.

Correct and Incorrect Methods

It is an incorrect practice to advertise as follows: "\$2.50 Silk Hose.....\$1.59." Women's hose of good quality silk, in all sizes and wanted colors. Slight imperfections which do not affect the wearing quality." This is incorrect because (a) it represents the hose to be \$2.50 quality at a reduced price, and (b) because it does not clearly indicate as one of the important qualifications that they are imperfect.

The correct way to write the ad would be: "Silk Hose.....\$1.59; Second of regular \$2.50 Quality. Women's hose in all sizes and all wanted colors. The imperfections are slight," etc.

When comparative prices are used without any qualification, the prices quoted mean today's value. The expressions "Savings" of \$5 or \$10 or fractional statements as "one-third" or "one-quarter off" shall be understood to mean that amount of saving below today's value.

Use of Words "Up to"

Where the words "up to", accompanied by a former maximum selling price, are used, they shall also be accompanied by the former minimum selling price of the merchandise included in the sale. The requirement

is also made that at least 10% of the merchandise advertised must have been sold formerly at as high or higher than the maximum price quoted.

The Bureau recommends that Dallas advertisers eliminate entirely an unqualified use of the term "up to." But if certain retailers disagree with this recommendation, it is suggested that their advertising comply with the ordinances of such cities as St. Louis and Seattle. These ordinances specify that the statement, "Values up to" a certain price shall be unlawful unless such person shall specifically state in such advertisement the name and number of such articles and the lowest price at which each of said articles was offered to the public prior to the said advertisement.

Watch Your Use of Words

"Regularly" shall mean the price prevailing before the sale in the advertiser's store on the specific merchandise advertised. "Originally" and "Formerly" shall mean the first price

THE DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Offers courses in both day and evening.

The following include the entire curriculum at the day and evening divisions:

Principles of Economic Theory
Business English
Business Administration
Transportation and Traffic Management
Public Utilities
Principles of Accounting
Accounting Practice
Cost Accounting
Auditing
Income Tax Procedure
Money and Banking
Investments
Corporations
Business Law
Marketing
Retail Merchandising
Advertising
Salesmanship
Salesmanagement
Real Estate Methods
Fire Insurance
Casualty Insurance
Life Insurance

Address inquiries to the Secretary

DALLAS SCHOOL OF COMMERCE
Southern Methodist University

M. M. MAYFIELD LUMBER

ELM STREET AND T. & P. RY.

PHONES: H-2171, H-2172, H-2173

at which the advertising was marked in the advertiser's store during a period not exceeding six months previous to date of publication of the advertisement. "Special Reductions" or "Specially Priced" should be used only when the merchandise is being offered for sale at a price less than regular or prevailing price.

Unqualified Statements

The use of unqualified statements in advertising, such as "The Greatest Sale in America," "Biggest Bargains Ever Shown in Dallas" or "Unmatchable Value Giving," or any other similar statement, should be avoided.

Mud-Slinging Statements

Advertisers should keep in mind that they are advertising their own merchandise, and confine their statements to expressions pertaining to sales offerings of their own establishments.

Where merchandise from regular stock is included in a Special Purchase Sale, the fact that regular merchandise is included should be stated.

The practice of advertising an article "free" when it is necessary to purchase another article in order to obtain the so-called "Free" article, should be discontinued.

Such a sale should be advertised:

"Suit with two pairs of trousers, \$35.00.

"A tire and tube \$42.50."

Instead of

"Suit with an extra pair of trousers Free, \$35.00.

"A tube Free with every purchase of a tire \$42.50."

Headings

If articles under a general heading such as "Linen," "Wool," "Silk," etc., are of materials different than the heading describes, this fact should be so indicated by the use of a term qualifying the materials such as: Under a heading "Bed Linens" where sheets of cotton are advertised, they should be so qualified by the use of the word "Cotton."

Lang & Witchell

Architects and Structural Engineers

American Exchange National Bank Bldg., Dallas



NEW AND USED OFFICE FURNITURE

ASKEW OFFICE FURNITURE EXCHANGE

L. E. Askew, Mgr.

310 North Akard St.

Near Pacific

Phone Y 1220



Quality Does Count—

Here is the proof.

Retail business has been better, but it is also a well known fact that the public is showing more discrimination in its purchases than ever before. People are "shopping about" and buy only after a thorough investigation.

In such a market, our sales for the first four months of 1923 are

47% Ahead

of the first four months of 1922—all without "special sales" or exaggerated claims.

Just the result of quality merchandise, fair prices, and a genuine desire to serve.

We thank you.

Mason & Hamlin
Pianos

Victrolas and Records

Conn
Band Instruments

Wurlitzer
Unit Orchestras

WHITTLE MUSIC

1213 Elm St., Dallas

DOLEN & JOHNSON BUILDERS AND ENGINEERS

Specialists in Residence and Apartment House Construction

514 Republic National Bank Building. Phone X 1773
DALLAS, TEXAS

THE NATIONAL BUSINESS SYSTEMS & AUDIT COMPANY

508 Insurance Building, Phone X-7533
Dallas, Texas

L. O. Dailey, C. P. A. (N. A.)

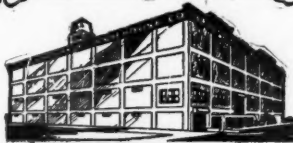
Eldon E. Simpson

M. K. Wilks

Members of National Association Certified Public Accountants, Washington, D. C.

DALLAS STORAGE & WAREHOUSE CO. FIREPROOF STORAGE

FURNITURE
MERCHANDISE
DRAYAGE
and
STORAGE



DALLAS, TEXAS

MOVING
PACKING
SHIPPING
Y-2401

Experience or Experiment *which?*

Experience knows which way to go.

Experiment shows which way you should have gone.

Experience chooses.

Experiment chances.

We use our experience and leave experiment to those who prefer the excitement of wondering how things will come out.

Experience — successful experience, such as ours—is the best guide in space-buying, sales-planning, copy-writing and all other essentials of effective advertising.

MID-CONTINENT Advertising Agency

Incorporated

Mercantile Bank Bldg.
Dallas, Texas

Say It With Pictures Anywhere in Texas

Tell the story of your product or service to many thousands of people every week in more than 150 cities and towns in this State through film or slide advertising on the screens of leading motion picture theatres.

We can quote you rates and circulations in almost any town in Texas; we can make your slides on films and handle the distribution of them to the theatres with as much accuracy as you can get in any other form of advertising.

Manufacturers and advertising agencies especially will find this service extremely profitable. Ask for details.

PICKERING Theatre Advertising Company

1118-21 Mercantile Bank Bldg.
Telephone X-1818



D. D. McLarry has been elected president of the Texas Inspection Bureau, of which S. W. English, American Exchange Bank Bldg., is manager.

Miss Grace Goldstein has been elected president of the Dallas Council of Jewish Women, succeeding Mrs. Joe Utay.

The Alumni Association, of Southern Methodist University, has elected W. Harrison Baker, of Van Alstyne, president, and Bruce Knickerbocker, of Dallas, executive secretary.

The ice and cold storage plant of the Columbia Manufacturing Company, at Dundee, Indiana and Pacific, has been purchased by the Southern Ice & Utilities Company.

Andrews & Caspari, of Shreveport, La., has purchased six two-story brick residences on Cornell Street, an apartment house on Hughes Circle and eighteen acres of land in West Dallas for a total consideration of \$225,000. It is understood that R. C. Andrews, of the firm, will move to Dallas.

Harry Sigel has purchased from A. A. Cocke, for \$175,000, the four-story and basement building at Pacific and Olive Streets.

H. Clark Jennings, who was for a number of years manager of the Woolridge lumber yards interests at Gainesville, now has become associated with his brother, Foster P. Jennings, in the automobile business, handling the retail sales of the Hupmobile.

H. Bruce Bogarte, headmaster of the Terrill School, has been elected president of the Rotary Club, succeeding Walter E. Kingsbury.

The convention of the League of Texas Municipalities at Bryan, May 9th and 10th, was addressed by the following Dallas men: E. A. Wood, city plan engineer, on the "Legal status of city planning and zoning in Texas cities"; Tom Finty, Jr., editor of the Dallas Journal, on "Constitutional handicaps of Texas cities," and W. P. Dumas on "Taxing and bonding power of Texas cities."

Bruce Fowler, new city manager of the Southern Enterprise Theaters, arrived here last month from Terre Haute, where he was manager of a theater.

Major Robert Gibson, of Dallas, has been re-elected secretary-treasurer of the Interstate Cotton Seed Crushers' Association. He has held this office since the founding of the association at Nashville in 1897. He has been secretary of the Texas Cotton Seed Crushers' Association since 1895.

The Dallas Advertising League has named the following officers for the coming year: Herbert Stellmacher, president; L. F. McKay, first vice-president, and I. J. Osborne, second vice-president; Knox Armstrong, secretary.

The Dallas Board of Education has re-elected J. F. Kimball superintendent for the next two years. Mr. Kimball will complete his tenth year as superintendent this season. Norman R. Crozier, who has been with the system nine years, was re-elected assistant superintendent, and C. M. Moore was re-elected secretary. He has served in that capacity ten years.

J. A. Pondrom, president of the City National Bank, has been elected president of the City Club, succeeding C. L. Maillot. J. R. Bower was elected first vice-president; O. K. Dickinson, second vice-president, and J. B. Walker and E. J. Gannon, Jr., re-elected secretary and treasurer respectively.

"The Spotlight" is the title of the attractive house organ of the Robert Wilmans Printing Company, (Dallas Show Print) copy of which has been received by the Chamber of Commerce. It is a four-page, eight-column publication devoted largely to poster advertising and is edited by Duke H. Evans and V. W. Crisp. Robert Wilmans started in the printing business in Dallas in 1901 with one press and a meager assortment of type, but he now has one of the larger printing establishments of the city.

W. H. Beasley, of the D. L. Whittle Music Company, Dallas, was elected president of the Texas Music Merchants' Association at the annual meeting here last month. He succeeds Will A. Watkin, also of Dallas.

George A. Trumbull, president and general manager of the Huey & Philp Hardware Company, Dallas, has been elected president of the Southern Hardware Jobbers' Association.

RAYMOND STUDIO
Commercial Photography
We photograph anything anytime
HARRY BENNETT, Prop.
2004 McKinney Ave. Phone X-1384

Meet
W. REED MAY
DALLAS MAILING Co.,
X-6048



Mrs. J. O. McReynolds, of Dallas, has been elected president of the women's auxiliary of the State Medical Association.

C. B. Gardner, of Dallas, has been re-elected president of the Order of Praetorians. All other officers were re-elected at the annual meeting here last month.

Miss Grenna Addison has been chosen president of the Dallas Business and Professional Women's Club.

The Memphis Mirror, at Memphis, Tenn., has been purchased by the All-Church Press Syndicate, which recently increased its capital stock from \$50,000 to \$200,000 and is represented locally by the Dallas Church World.

Reports of the Dallas Public Library for the fiscal year show 66,971 volumes and book circulation during the year of 300,369, with 75,387 of the borrowers children. This does not include the thousands who visit the library and inspect reference books. Miss Cleora Clanton is acting librarian.

R. E. L. Knight, of Dallas, was the principal speaker at the annual banquet of the Waco Chamber of Commerce last month. He urged that business men give greater attention to political issues.

General Manager Charles Saville, of the Dallas Chamber, was named on the directorate of the Dallas-Canadian-Denver Highway Association at the annual meeting at Corsicana last month.

Dallas city and county officials, together with a number of business men, visited the Big Wichita River irrigation project last month as guests of the Wichita Falls Chamber, the primary purpose of the trip being to gain first hand information to be used in connection with the building of the \$5,000,000 water reservoir for Dallas.

Claude E. Briggs has severed his connection with the Deason-Wade Realty Company to form the Claude E. Briggs Realty Company, 1810 Greenville Avenue.

Employees of the Republic National Bank have erected a 30x90-foot recreation club house at White Rock Reservoir.

FINN & DUNNE

ARCHITECTS

DALLAS & HOUSTON

MELBA THEATRE BLDG.
Dallas

BONDED TRANSFER CO.

All Kinds of Hauling
Taxicabs and Touring Car Service
We Will Board Your Horses or Mules
At Economical Prices
PHONE X OR Y 1707

Paint Adaptability

The scorching sun of a Texas summer, the driven sands of the Panhandle, the sudden changing temperatures of winter—how does your paint stand the strain?

We are located in Dallas, know at first hand the conditions to which our product will be subjected, and put into it the quality that makes it stand up.

A paint for every purpose.

Whether a gallon or a carload, let us fill your paint needs.

American Paint & Supply Co.

Factory and Office, DALLAS, TEXAS

C. H. SEABROOK, Vice Pres. and Sales Mgr.

Dallas Title & Guaranty Co.

ABSTRACTS



TITLE INSURANCE

The Seal of Safety

Second Floor Dallas Trust & Savings Bank Bldg.

EDWARD GRAY
President

C. P. HAYNES
V. P. & Title Officer

EALY J. MOSES
Secretary

Under Supervision Commissioner of Insurance

CANNON BALL TOWEL SUPPLY CO.

2009 Orange Street

DALLAS, TEXAS

Everything furnished in the Towel Supply Line
Service Unexcelled

Phone X-2736

Established 1898

GROSS R. SCRUGGS

SURETY

Insurance Bldg.



ROBT. B. PRICE

BONDS

Phone Y-1887

A Real Testimonial

"OUR GENERAL CONCLUSIONS FROM OUR INVESTIGATION OF THE AFFAIRS OF THE TEXAS EMPLOYERS INSURANCE ASSOCIATION IS THAT SAID ASSOCIATION IS A SOUND INSTITUTION, CONDUCTED BY MEN OF ABILITY AND INTEGRITY, AND THAT THEIR BUSINESS METHODS HAVE BEEN ABOVE CRITICISM, AND THEIR INSTITUTION IS RENDERING A VALUABLE SERVICE."

The above is a quotation from the report of the Majority Committee of the Texas Senate, appointed to investigate the affairs of the Texas Employers Insurance Association. The full report appears in the issue of the Senate Journal of March 12, 1923.

WHAT MORE COULD BE
SAID ABOUT ANY
INSTITUTION?

TEXAS EMPLOYERS INSURANCE ASS'N

Home Office, Interurban Bldg.
Dallas



Judge Louis Wilson, of the Forty-Fourth District Court, and Ben Chilton, of Dallas, have been appointed members of the Judge Advocate General's department in the Officers' Reserve Corps with the rank of Major.

W. W. Fisher, of Dallas, was elected sergeant at arms at the annual convention of the Co-operative Clubs International at Little Rock.

The Longwear Bootshop has leased a part of the first floor of the Perkins Building, at Elm and St. Paul Streets, and will occupy their new home after June 15th.

J. Thomas Wells, of Dallas, was elected president of the Traveling Men's Club, an auxiliary of the West Texas Chamber of Commerce, at the annual convention at San Angelo.

Dallas has been designated as a tennis center by the United States Lawn Tennis Association in accordance with its Nation-wide plan of competition for young players.

A lease of the Hippodrome Theater, 1209 Elm Street, has been taken for five years by Tol Teeter from M. N. Baker, owner. It will be used as a showhouse for vaudeville and motion pictures.

Joe E. Lawther, of Dallas, was elected first vice president of the Texas Grain Dealers' Association at the annual meeting at Fort Worth.

The Dallas City Golf Association has been formed for holding a city championship tournament each year, with the following officers: M. N. Chrestman, president; Roy Munger,

C. M. Bolanz and Louis Jacoby, first, second and third vice presidents, re-

spectively, and J. Stewart Arthur, secretary-treasurer.

Herbert M. Greene, Dallas architect, has been honored with the title of Fellow in the American Institute of Architects, the only Texas architect to be thus honored.

C. S. Wyatt, of Dallas, has purchased the two stores of the Piggly-Wiggly Company at Wichita Falls for \$36,000.

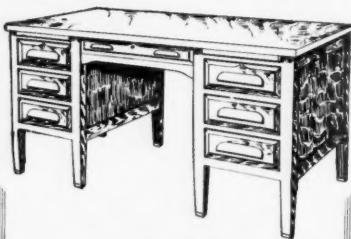
The Powell University Training School, of Dallas, won the State academic baseball championship the season just closed.

R. L. Foulks, lately of Fort Worth, has been named assistant auditor of the Federal Reserve Bank of Dallas.

The joint City-County Hospital Board has been named as follows: Dr. S. E. Milliken, Dr. H. C. Clay, Dr. W. M. Young, J. E. Lee and Mrs. W. T. Chrisman, all of Dallas; F. M. Hammond, of Lancaster and W. C. Kingsley, of Garland. This board will supervise Parkland Hospital, Woodlawn and Union Sanitariums in Dallas and the County Farm Hospital at Hutchins.

Jack D. Gillespie, manager of the Dallas Clearings House Association and vice president of the Dallas National Bank, was one of the feature speakers at the convention last month of the National Association of Reserve City Bankers at French Lick, Ind.

The Perkins Dry Goods Company held last month the third term of the company's "Opportunity School," for employees. The school has been conducted under the direction of J. O. Mahoney, director of night schools for the Board of Education.



Standard Desk
Y & E Filing Cabinets
Taylor Chairs

Stewart Office Supply Co.
1810 Main Street

Office Phone
Y-5561

Res. Phone
H-4613

HENRY NUSS
BOOK BINDER
and
PAPER RULER

Loose Leaf and Binders

1517½ Main, 3rd floor, Dallas

McCRIGHT CRANE COMPANY
Builders
304 Scollard Building
X-3533

The Little Theater has elected the following officers:

Mrs. R. E. L. Knight, Jr., president; Miss Anna Buxton, first vice-president; Louis Spence, second vice-president; Mrs. W. P. Bently, recording secretary; Mrs. George Fairtrace, corresponding secretary; J. W. (Pat) Murphy, treasurer; Thomas Nethery, assistant treasurer, and Elmer Scott, auditor.

◆◆

A. L. Davis has been elected president of the Co-operative Club; Walter Miller, Dr. Robert B. Walker and J. J. Watson, first, second and third vice-presidents, respectively; R. Herndon Austin, secretary and Ben Ball, treasurer.

◆◆

Joe H. Gill, of the Dallas Power & Light Company, Dallas, was elected president of the Southwestern Public Service Corporation at the annual convention at Waco last month.

◆◆

H. W. Webster has been elected scout executive of the Dallas Council of Boy Scouts.

◆◆

The Texas Employers' Insurance Association has resumed the publication of their house organ, "The Texas Employer." The May issue contains sixteen pages and is most interesting and creditable.

◆◆

Dallas was represented at the National Music Trades Convention, in Chicago, June 4-7, by Col. W. L. Bush, of the Bush & Gerts Piano Company; Robert N. Watkin, of the Will A. Watkin Piano Company, and William H. Beasley, of the Whittle Music Company.

◆◆

E. N. Holmgreen has been named the successor to C. W. Sherrill as assistant county agricultural agent for Dallas County, in charge of boys' club work. Mr. Sherrill resigned to enter another field of work.

FRED L. LAKE & CO., Inc.
RUBBER STAMPS



STENCILS---SEALS
1015 Elm St., Dallas



Meet

MR. WILLIAM HOPP

Better Letter Service

Dallas Mailing Company

Phone X-6048

1320½ Commerce Street

We Are the Largest Manufacturers of
BINDERS
in the Southwest



**If it's a Binder—
It's in Dallas, at
Walraven Brothers, Inc.**

Telephones:
X-5034 and Y-5034

1507 Caruth St.
Dallas

We Can Reduce Your Shipping Costs

Let us assemble your household goods or automobiles for shipment in carload lots. Cheaper rate, safe handling, expedited service—advantages well worth considering.

We are the oldest Transfer and Warehouse Company in Dallas. Our equipment is modern and our facilities complete.

We store and distribute merchandise and household goods of all kinds.

Your inquiry on any warehousing or distribution problem will have our immediate attention.

THE DALLAS TRANSFER COMPANY

400-414 Poydras Street, Dallas, Texas

American Machine and Novelty Co.

Designers and Manufacturers of
MACHINERY, DIES AND TOOLS

PHONE Y 1466

2308-10-12 LIVE OAK STREET

CROCKETT, COUCHMAN & CRAWFORD

Members American Institute of Accountants
Certified Public Accountants

NEW YORK

ST. LOUIS
KANSAS CITY

DALLAS

TULSA
OKLAHOMA CITY

Lewis System

PHONE X-1147
1413 PACIFIC AVE.

S I G N S

AND SHOW CARDS



New markets for old products, and profitable markets for new products, gained by the employment of Johnston-built *Printed Salesmen*.

Merchandising Service, Sales Ideas, Copy Writing, Illustrating, Printing, and Mailing, all under one roof.

Ask Us for Details

Johnston Printing & Advertising Co.

"Everything in Advertising Literature and Printing from the Idea to the Finished Product."

1808-10-12 JACKSON STREET

DALLAS

The Unmatchable Convenience of Natural Gas Service

It

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

Many City Appointments Are Announced

THE majority of the city posts have been filled by recent appointments by the incoming City Commission, the list following:

City Secretary, M. G. James; City Supervisor of Public Utilities, John W. Everman; City Tax Collector and Assessor, R. W. Eaton; City Building Inspector, D. C. McCord; Secretary of Water Department, Jennings Moore; Judge of Corporation Court, P. D. Crawford; Prosecuting Attorney, Paschal Dreifelbis; Chief of Police Department, L. W. Brown; Chief of Fire Department, T. A. Meyers; Director of Public Welfare, Mrs. Albert Walker; City Auditor, R. V. Tompkins; City Engineer, E. A. Kingsley; Director of Public Health, Dr. Lane B. Cooke; Engineer of City Plan Commission, E. A. Wood; Plumbing and Gas Inspector, Anson M. Douglas; City Electrician, E. H. Spratley; Inspector of Weights and Measures, Louis Young; Clerk of Corporation Court, George Terrell; City Forester, W. B. Woodruff; City Purchasing Agent, M. M. Murray; Censor of Public Amusements, Mrs. Ethel Boyce; Recorder of Vital Statistics, Miss Birdie Smith.

Boards whose members fill nonpaying positions have been announced as follows:

Board of Appeals—J. L. DeGrazier, Mrs. Frank M. Smith, John W. Pope, Mrs. Albert Munster, Mrs. George K. Meyer, George K. Butcher and N. Nigro.

City Plan Commission—W. H. Wray, Gross R. Scruggs, Everett Owens, J. Waddy Tate, C. J. De-woody, all to serve six years, and Commissioner Wylie to serve two years. Former members of the board who held these places are Rudolph Liebman, S. E. Moss, J. T. Trezevant, Henry E. Elrod, A. N. Rogers and Street Commissioner Rose.

Park Board—S. E. Moss, George S. Leachman, Emil Fretz and Harvey Trewitt. Messrs. Moss and Trewitt succeed C. A. Mangold and Edgar Hurst, Messrs. Leachman and Fretz being holdovers.

Health Board—Dr. J. W. Embree, Dr. C. M. Rosser, Dr. J. H. Gerardy, Dr. John B. Turner, Dr. Leonard F. Bland, Dr. C. C. Holder, Dr. W. T. White, Dr. J. J. Simmons, Dr. J. B. Hill, Dr. C. W. Flynn, Judge W. L. Thornton, Alex Sanger, Mrs. George B. Ford, Miss Mae Smith, registered nurse; C. L. Williford, Sanitary Engineer.

The Music Commission—Arthur L. Kramer, J. C. Phelps, C. A. Mangold, Mrs. F. B. Blankenship, Mrs. F. B. Ingram, Robert N. Watkin, C. M. Seay, Miss Sudie L. Williams, Father Frederick Coupal, Edgar Hurst, Edward Titche, Lawrence O. Gordon, Mrs. Sidney A. Temple and Lester Burchfield.



Meet

C. N. REYNOLDS

DALLAS MAILING CO.,

1320½ Commerce St.

BUSINESS SYSTEMS CLUB of DALLAS

MEMBERS REPRESENT THE LEADING LINES OF OFFICE AND BUSINESS MONEY SAVING DEVICES

Fosters better general service to all Office Appliance and Specialty Users

For information regarding any office appliance or specialty equipment, send your request to us and it will be directed to the various manufacturers of the article desired.

501 MAGNOLIA BLDG.

DALLAS, X-1014

Edison has worked 46 years to
"Simplify Your Day"



DAVIS PRINTING AND STATIONERY CO.

917 Camp Street
DALLAS

BOOK BINDING CATALOGS
PAPER RULING ENGRAVING
LOOSE LEAF BINDERS
COMMERCIAL PRINTING

Our plant is highly modernized and equipped to render quality with service.
Call Y-1784 for a representative.

Office X-3721

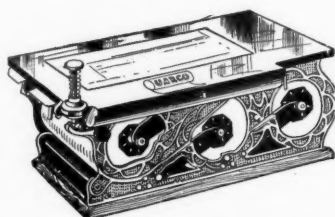
Factory C-0814



Carbon Paper for every use. Typewriter Ribbons for every need. Multigraph Ribbons—New or Re-inked. TEXATYPE for your multigraph.

1005½ Main St.

Dallas, Texas



UNITED AUTOGRAPHIC REGISTER CO.

Business Systems

E. C. KUSTERER, Sales Agent

Headquarters with Yeagan-Sadler Co.

1501-03 Commerce St.

X-6414

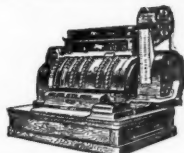


Adding, Bookkeeping, Calculating Machines
BURROUGHS
Melba Theater Bldg.
Y-3322

TODD PROTECTOGRAPH SYSTEM



Forgery-proof Protod-Greenback Checks Protectograph Check Writer
Check Forgery Insurance
C. M. T. LESSLIE
Sales and Service Office
303 Gaston Bldg. Phone X-7578



We sell new and second-hand Registers

H. L. KUYENDALL
Sales Agent

The National Cash Register Company
1100 Commerce St.
Dallas, Texas



R. H. AUSTIN
Sales Agent
International Time Recording Co. of N. Y.
Announces its new location at 2036 Commerce St.
Y-1448

THE MULTICOLOR PRESS



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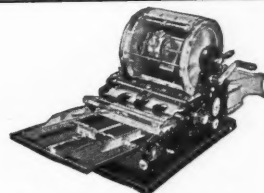
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